NOVEMBER 24, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

a little primer

ON SOME VERY BIG SUBJECTS

This is Mr. Stover; J. Timothy Stover. Mr. Stover owns a farm. It is one of 916,072 farm homes in the WOR listening area. Altogether these farms house 4,912,637 people who have $3,470,496,000 to spend yearly on themselves and their farms.

These men are retailers. Men like these own 493,088 stores in the states and counties covered by WOR. Their annual sales amount to $19,133,587,000. Not so long ago, a cross-section of retailers voted WOR the station they'd choose first to help them make more sales.

This is Barnabas Butterby. He makes stoves. Here you see Butterby in a state of advanced shock. He just received a WOR statement telling him that the people in the WOR listening area spend at least $2,662,021,000 a year for general merchandise.

If you have a product or service to sell, WOR can tell your story to 34,057,161 people, or more than ¼ of the nation's population, in 430 counties in 18 states. That, Gentlemen is a buy at our *rates!*

wor

—heard by the most people where the most people are

mutual

This is the Orstedt family OF SOMONAUK ILLINOIS

Erik Orstedt, as Swedish as his name, is moulder in the iron foundry at Plano, Illinois. He lives with his wife and four children in a pleasant, well-shaded home in the nearby community of Somonauk. Until three years ago, the Orstedts were farmers but they decided to give up farming until they could own their own place. That's what they're saving for now.

Moving from farm to town didn't alter their radio listening habits at all. "We still start the day with you folks," Mrs. Orstedt says. "We've enjoyed that five o'clock Smile-a-While program for a long time . . . the whole family of us."

Weather broadcasts continue to be of interest, with Erik driving several miles to work every day and with three youngsters in school. "We always like the friendliness and fun the WLS announcers have," the Orstedts explain

For twenty-three years, our microphones have been focused on homes and families like this one. It is the entertainment and service we have given them, the sincere friendliness, that has made them loyal listeners. And upon loyal listeners depend advertising results.

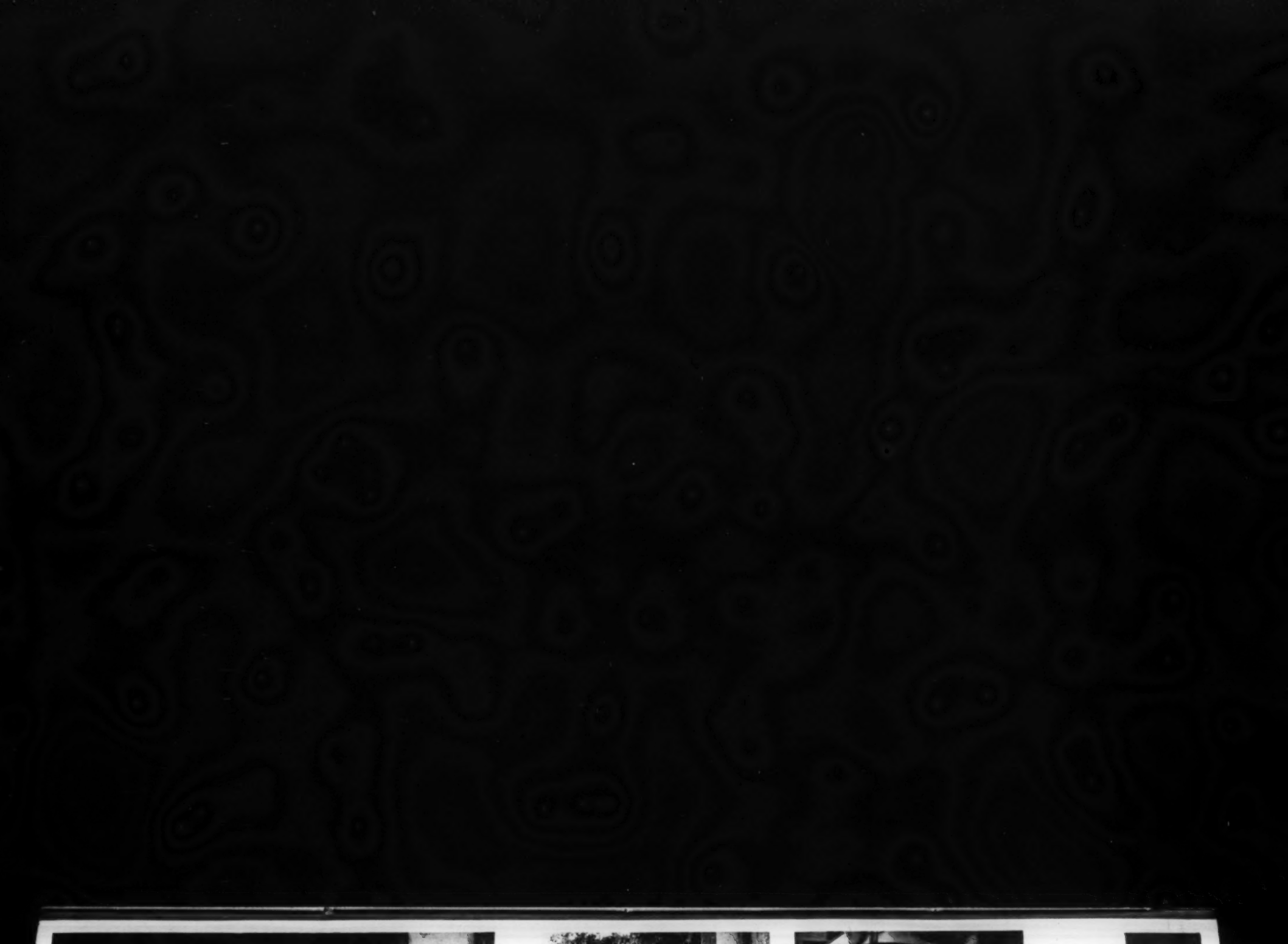
The broad, shady lawn and home of the Orstedts.

The young Orstedts pile into the car to go on a family picnic. Red-haired Karol (left) is 7; John is 10; blonde Clara Ann is 11 and baby Ivar is 2. Mr. and Mrs. Orstedt are proud of their four healthy youngsters.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK:
KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

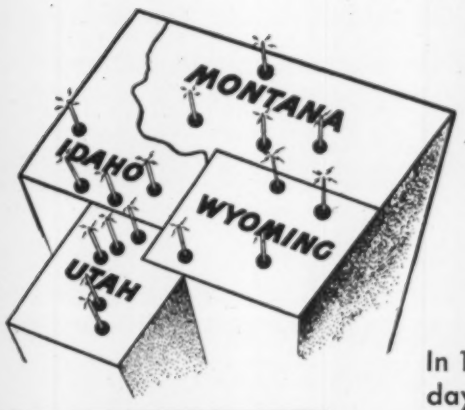


One of a series. Facts on radio listening in the Intermountain West

Hooper Survey Reveals

Tremendously High Tune-In in Intermountain Area

(13 cities outside of Salt Lake City)



28.3% of sets in use in **MORNINGS**

29.3% of sets in use in **AFTERNOONS**

Intermountain Network Has:

42.2% of Morning Audience **49.7%** of Afternoon Audience

In 13 Intermountain Network cities outside of Salt Lake City, the daytime radio tune-in is far, far in excess of the city proper—AND Intermountain Network cities have an average morning rating of 11.9 and an average afternoon rating of 14.5. **What a buy for coverage!**

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMFR, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

Station Hooperatings—Winter, 1947, City Zone

MONDAY THRU FRIDAY

Time	Sets In Use	INTER-MOUNTAIN NETWORK Average Rating	A Network Average Rating	B Network Average Rating	C Network Average Rating	All Others Average Rating
8 a.m. to 12 noon	28.3%	11.9	4.4	4.2	7.7	0.1
12 noon to 6:00 p.m.	29.2%	14.5	3.2	2.2	9.2	0.1

13 Intermountain Network cities comprised of the following: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming, and Twin Falls, Idaho.

Ask Avery-Knodel for further details!

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

FOUR MEMBERS of William Esty Co., New York, will be named vice presidents effective Jan. 1.

FCC, which has fared well in its budgetary quests even with an economy-minded administration, got another good break out of Budget Bureau last Wednesday through persuasive presentation of Acting Chairman Walker. With FCC earmarked for about $6,800,000 for 1949 fiscal year which begins next July, Mr. Walker understood to have walked away with commitment of around $7,000,000—equivalent to this year's budget.

GENERAL FOODS, leading experimenter with television programming among national advertiser ranks, is discussing plan to test video presentation of public relations programs, with 4A-ANA campaign for improving advertising likely to be first subject. Howard Chapin, chairman of GF special TV committee, expected to report within few weeks on surveys conducted by company's three agencies—Benton & Bowles, Foote, Cone & Belding, and Young & Rubicam.

INFORMAL POLL of NAB board of directors (with 24 present) indicated substantial majority looked with favor upon prospective appointment of Wayne Coy, director of WINX Washington, as FCC chairman. Mr. Coy sat on board last year as small station representative.

WITH CONGRESS BACK in session, there's speculation as to how Mr. Coy's nomination would fare in Republican-controlled Senate and with upcoming campaign year. Preponderant view is that while going might be rough along party lines he ultimately would win confirmation.

AND WHILE in FCC realm, informed sources say that you still can't count out of running: Judge Frank Roberson, former Mississippi attorney general, now practicing radio law in Washington; J. Leonard Reinsch, managing director of Gov. James M. Cox stations, or former Idaho Senator D. Worth Clark [BROADCASTING, Nov. 3, 10, 17].

FM ASSN. definitely won't hold any more conventions in conflict with NAB. Next FMA meeting slated for mid-October in Chicago.

FCC COMMISSIONER E. K. JETT has asked State Dept. to relieve him as chairman of U. S. delegation on Provisional Frequency Board which meets in Geneva in January. Welter of FCC work on domestic front, plus personal considerations, led to determination to stick to Washington fort rather than spend three to six months abroad. He is presiding over PFB planning committee activities until successor is named and departs Dec. 30. Possible successor: Commissioner E. M. Web-

(Continued on page 90)

Upcoming

Nov. 27-29: Canadian Broadcasting Corp., Board of Governors, Parliament Bldgs., Ottawa.

Nov. 30: Natl. Assn. of Radio Farm Directors banquet, Stevens Hotel, Chicago.

Dec. 3: Joint lunch Radio Executives Club and N. Y. Ad Club, Hotel Roosevelt, New York.

Dec. 6: Florida Assn. of Broadcasters, Soreno Hotel, St. Petersburg.

(Other Upcomings on page 89)

Bulletins

NAB Friday, appearing as amicus curiae, asked U. S. Supreme Court to reconsider decision not to review lower court ruling denying relief to Coca Cola Co. in suit against Snow-crest Beverages Inc. NAB contended phonetic similarity of latter's "Polar Cola" to "Coca Cola" creates confusion and provides basis for relief.

MAURICE MITCHELL, sales manager of WTOP Washington, to join CBS Radio Sales in New York Jan. 1. He has been with station three years. Richard Linkroum, WTOP program manager, assumes sales managership. He has been with CBS and WTOP since 1937.

CHICAGO stations swamped over weekend by retailers as result of virtual work stoppage by printing trade crafts which paralyzed Chicago newspapers. Regular radio clients who also were newspaper advertisers drew top priority.

Business Briefly

JERGENS SIGNS ● Andrew Jergens Co., Cincinnati, renews Walter Winchell for 16th year, and Louella Parson's Hollywood commentary for fourth year, effective Dec. 7, 52 weeks. Mr. Winchell heard Sunday, 9 p.m., and Miss Parsons Sunday, 9:15 p.m., over ABC. Agency, Robert W. Orr & Assoc., New York.

PHILCO FM EVENING ● Philco Corp., Philadelphia, to sponsor full evening of music, 6 p.m.-12 midnight, Mondays on WABF New York, FM station. Program to be heard on two frequencies, 99.5 and 47.5 mc, with no interruption for commercials.

HIRES MAY EXTEND ● Charles E. Hires Co. *Hires to You* Sunday 2:45-3 p.m. on CBS may be extended to half-hour 5-5:30 p.m. Sundays replacing *Ozzie and Harriet Show* which moves to another day. Agency, N. W. Ayer & Son, New York.

SHEFFORD AGENCY ● Standard Brands, New York, names New York office of Dancer-Fitzgerald-Sample as agency for Shefford Cheese. Account formerly placed by Leo Burnett, Chicago.

REPLACEMENT SOUGHT ● Kudner Agency said to be looking for replacement for high-budgeted Tony Martin show sponsored by Texas Co., New York, Sunday nights, 9:30 on CBS.

BORDEN RENEWAL ● Borden Co., New York, renews *County Fair*, Saturdays, 1:30-2 p.m. on CBS, 52 weeks. Agency, Kenyon & Eckhardt, New York.

NBC Affiliates to Meet in September

NBC WILL HOLD its second annual convention next September at resort to be selected, probably in central west. This was determined Friday following recommendation from NBC's Station Planning and Advisory Committee in New York.

After two-day session, Chairman Paul W. (Fritz) Morency, WTIC Hartford, also announced that, at request of affiliates, three regional meetings, in New York, Chicago, and San Francisco or Los Angeles, will be held during 1948 on workshop basis for benefit of program managers, promotion directors and chief engineers. They will meet with opposite numbers of network in one or two-day sessions. Decision premised upon determination of NAB to confine next convention in Los Angeles in May to top-drawer policy level. Area meetings will not be held on tour basis but scheduled according to affiliates' desires and availability of NBC personnel.

Settling questions raised at first NBC convention at Atlantic City last September proposing formation of separate independent organization of affiliates were results of questionnaire survey conducted by SPAC among NBC's 160 stations. Affiliates voted 3½ to 1 in support of present SPAC organization of eight broadcaster members. By 4-1 vote affiliates supported present SPAC election procedure with vote tabulated by Ernst & Ernst. Affiliates likewise expressed enthusiasm for NBC affiliates' convention and suggested it be held separate from NAB and at different locale. Anticipated attendance at next convention (most broadcasters bring their wives) is 450.

At closing session Friday afternoon, SPAC discussed proposal of Niles Trammell, NBC president, in support of all-network code preparatory to industrywide standards of practice. All NAB department heads met with SPAC committee at intervals during two-day session.

Entire SPAC was present: Chairman Morency; Richard H. Mason, WPTF Raleigh; H. W. Slavick, WMC Memphis; William B. Way, KVOO Tulsa; John J. Gillin Jr., WOW Omaha; Walter E. Wagstaff, KIDO Boise; H. Quentin Cox, KGW Portland, Ore.; Milton Greenebaum, WSAM Saginaw, Mich.

WDEL
1150 KC
Wilmington, Del.

WGAL
1490 KC
Lancaster, Pa.

WRAW
1340 KC
Reading, Pa.

WKBO
1230 KC
Harrisburg, Pa.

Serving Listeners and Advertisers for a Quarter of a Century

On the occasion of the 25th anniversary, these four Steinman Stations salute their listeners and advertisers. The growth of these stations is the result of a program of long range planning . . . a firm policy of balancing NBC's foremost network shows with outstanding local programs and continuous active participation in all worthwhile community endeavors. Today, these stations offer better programs to their listeners, greater selling power to their advertisers. Your inquiry is invited.

Steinman Stations

NBC AFFILIATES

Represented by
Radio Advertising Company
New York Chicago Los Angeles San Francisco

Warm-up to More Customers

Mr. and Mrs. Mid-Southerner extend traditional Southern Hospitality to commercial messages broadcast on WMC. No other station in Memphis and the Mid-South can boast an audience as large, and as faithful, as the Memphis NBC outlet.

FIRST IN MEMPHIS *year after year* ACCORDING TO HOOPER

NBC AFFILIATE

WMC "the station *most* people listen to *most*"

MEMPHIS • 790 KC • 5000 WATTS DAY & NIGHT

WMC-FM *the first FM broadcasting station in Memphis and the Mid-South*

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES — THE BRANHAM CO.

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Betty Beckanstin.

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ADVERTISING: S. J. Paul, *Advertising Director*; Martin Davidson.

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HOLLYWOOD BUREAU

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James Montagnes, *Manager*.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1938.
* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

CATCH THE *Local* FOR RESULTS IN NEW ENGLAND

WNAC	Boston, Mass.	WONS	Hartford, Ct.	WBRK	Pittsfield, Mass.
WFAU	Augusta, Me.	WHYN	Holyoke, Mass.	WMTW	Portland, Me.
WJOR	Bangor, Me.	WLNH	Laconia, N. H.	WHEB	Portsmouth-Dover, N. H.
WICC	Bridgeport, Ct.	WCOU	Lewiston-Auburn, Maine	WEAN	Providence, R. I.
WKXL	Concord, N. H.	WLLH	Lowell-Lawrence, Massachusetts	WSYB	Rutland, Vt.
WSAR	Fall River, Mass.	WKBR	Manchester, N.H.	WWCO	Waterbury, Ct.
WEIM	Fitchburg-Leominster, Mass.	WNLC	New London, Ct.	WDEV	Waterbury, Vt.
WHAI	Greenfield, Mass.			WAAB	Worcester, Mass.

Twenty-three local stations on the line—local stops where you have direct access to New England markets.

It's your choice. Buy any availability on any individual station or any number of stations separately. Or buy the whole network, or a group of network stations, where time can be cleared for your own network program.

These home-town stations give you the greatest flexibility and the greatest choice of coverage.

Each station has local acceptance by department, food, drug, hardware stores and other retail outlets. Each station has audience acceptance as the Mutual-Yankee station in its area. It has everything in entertainment and information to hold its audience.

Here is the local impact where you want it. Don't take the express that whizzes through. Take the local that makes all the stops you want to make.

"This is The Yankee Network"

Member Stations Mutual Broadcasting System

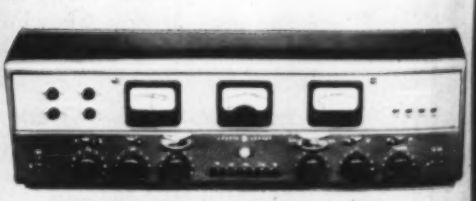
50 KW—One of the larger members of the G-E transmitter family. Note wide doors, providing full accessibility for "walk-in" maintenance. Like all high-power G-E transmitters, this model uses transformers filled with a non-inflammable liquid. This eliminates necessity for fireproof vault and lowers installation costs and insurance.

POWER for every

General Electric's complete new line of AM TRANSMITTERS— now in production

1 KW—Compactness is an outstanding quality of this sturdy equipment. Reliable, high-standard performance makes it an ideal transmitter in its power class. Now in stock and ready for *immediate delivery*.

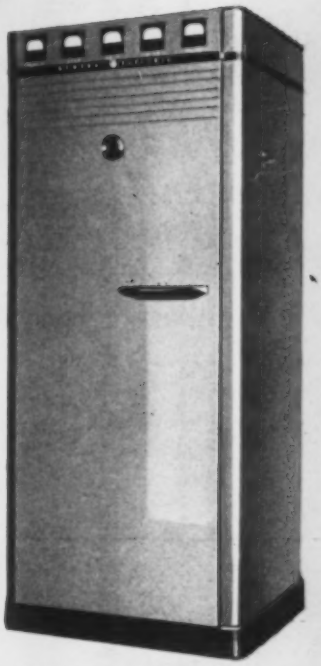
10 KW—Tube switching from the front panel minimizes program outages. This model is a unified assembly of exciter-modulator, power amplifier, and rectifier-control units.



TRANSMITTER-CONTROL CONSOLE

This versatile unit can be used to control a transmitter of any power rating. The de luxe version includes a separate clock panel for timing transmitter interruptions; also, an executive type desk and chair of matching color.

broadcast need!



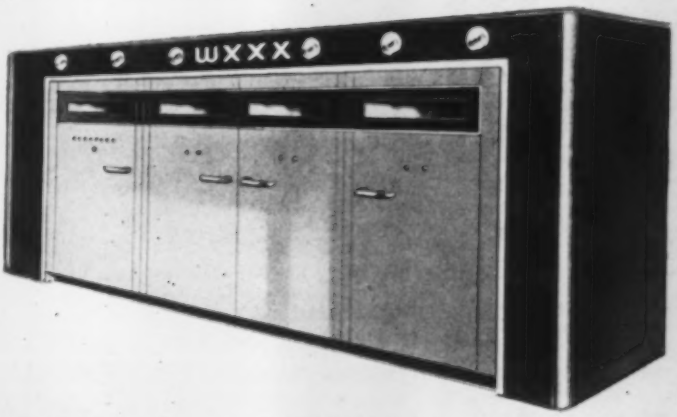
250 Watt—Highest quality performance at lowest operating cost—you profit both ways with this 250-watt AM transmitter. Simplified circuits. Numbers and types of tubes minimized. *Immediate delivery from stock.*

HERE are five outstanding AM units that will help you profit from your station investment. Featuring lower cost per hour of broadcast service, these transmitters are built to one high standard of quality, backed by one source of responsibility. Every detail of this completely new line reflects the unequaled engineering and operating experience of the General Electric Company.*

The G-E line of broadcast equipment covers all your station needs—transmitters from 250 watts to 50,000 watts, complete studio equipment, the AM station monitor and accessory units to fit every requirement.

Whether you are planning a new station or modernizing an existing one, take a big step in the right direction by calling your nearby General Electric broadcast representative (see list below), or write to Transmitter Division, General Electric Co., Electronics Park, Syracuse, N. Y.

*G.E. built its first commercial broadcast transmitter in 1922. Since that time the company has produced broadcast transmitters whose combined power ratings total over 2,500,000 watts.



5 KW—An exclusive G-E feature of this transmitter is the spare tube switching of all high-power stages from front panel. Air-cooled throughout, as are all G-E standard broadcast transmitters.

ATLANTA 3, GA.
187 Spring Street
Walnut 9767

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

CLEVELAND 4, OHIO
4966 Woodland Avenue
Endicott 4464

DALLAS 2, TEXAS
1801 N. Lamar Street
LD 224

DENVER 2, COLO.
650 17th Street
Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street
Victor 9745

LOS ANGELES 14, CALIF.
530 West Sixth Street
Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rm. 105
Schenectady 4-2211

SEATTLE 4, WASH.
10 Second Avenue
Main 7100

WASHINGTON 5, D. C.
806 15th Street N. W.
Executive 3600

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

190-P10-6914

new yorkers don't listen to WFLA

but...

. . . in the heart of Florida's richest, most-heavily populated trade area . . . EVERYONE listens to WFLA!

Morning, afternoon and night — according to Hooper — WFLA leads in listeners in the expanding Tampa-St. Petersburg market . . . where industry, agriculture and commerce provide steady buying power right around the calendar.

5000 WATTS DAY AND NIGHT

NBC AFFILIATE

WFLA

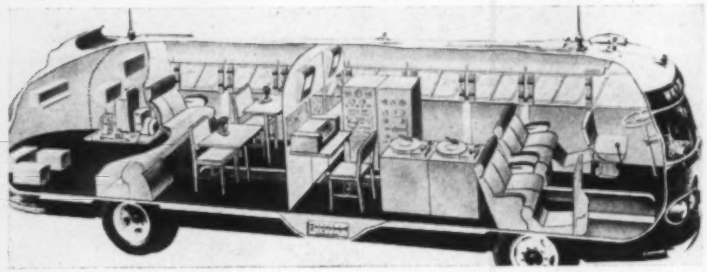
The Tampa Tribune Station

National Representative JOHN BLAIR & CO.

Southeastern Representative HARRY E. CUMMINGS

TAMPA

Feature of the Week



WKY's new studio on wheels.

ALTHOUGH the permanent destination is marked WKY Oklahoma City, the new highway bus that is WKY's studio on wheels really gets around throughout the state. The bus contains a complete broadcasting station.

Just back of the driver's compartment are two transcription turntables and recording equipment. In the same section are three receivers, AM and FM; 200-w transmitter; monitor speakers and a speech input console.

The studio is just behind this mobile control room, connected by a glass-panelled door. There are two microphones set on tables attached to the floor, and a long, lounge-type seat stretches across the rear of the studio.

The back compartment of WKY's mobile studio contains a Bell System radio telephone, public address amplifier, antenna tuning unit, police receiver and a 2-kw AC generator. Atop the bus there are receiving antennas and a 35-foot

(*Continued on page 88*)

Sellers of Sales

HAD Walter M. Erickson been less nimble of foot on one occasion during the war, he would not now be assistant radio director and time buyer for Gray and Rogers agency, Philadelphia.

Walter, parachute removed contrary to regulations, was leaning from a Navy airplane taking aerial pictures. The pilot was not used to working with photographers and instead of a gradual bank, veered sharply.

"For a split second all I could see was space—and my life history," Walter reports.

But by dint of frantic scrambling, he managed to remain aboard.

Discharged as a photographer first class after four years in the Navy, he now limits his flights to elevator ascensions in the PSF Bldg., Philadelphia, where Gray & Rogers maintains offices on the 18th floor.

There he works directly under Edmund H. Rogers, a senior partner. Some of the large accounts he works on include Bell Telephone Co. of Pennsylvania, Southern States Iron Roofing Co., Fleischmann's Bakery, Philadelphia Saving Fund Society, Fidelity-Philadelphia Trust Co., Keystone Automobile Club and Capital Bakers Inc. among others.

WALTER

Recently he bought his first television show, a sports package sponsored by Barbey's Inc., Reading (Pa.), brewers of Sunshine Beer. The show is scheduled Friday evenings over Philco's WPTZ Philadelphia just before the weekly program of boxing bouts from Madison Square Garden. He is enthusiastic about video's future.

"Television is a grand thing and its potentialities in the advertising field are virtually unlimited," he says.

Walter entered advertising after a varied background that included public school, private school (Germantown Academy) and engineering school (Drexel Institute) —plus many jobs. A former commercial photographer and printing salesman, he entered advertising with the J. G. Lamb agency, now Lamb, Smith and Keen, Philadelphia. With Lamb, he bought radio time, helped write scripts and commercials, and arranged and set up radio shows.

His hobbies include sailing off Barnegat and Ocean City, N. J., and color photography with eight and 35 mm cameras.

A resident of Strafford, on Philadelphia's Main Line, he is 31 and single.

Remember the story about...

that hatched...

and grew into King of the Barnyard?

That's how W-W-D-C grew, too. We started with the germ of an idea. We hatched it out . . . and we grew and grew. We developed with the help of advertisers who believed in our programming.

They've made us a king in the barnyard . . . just as we've helped them grow big in sales. To cover this great capital market . . . your message belongs at 1450 on W-W-D-C . . . 101.1 on W-W-D-C—FM.

Only one other station in Washington has more loyal listeners

WWDC

AM FM — The D. C. Independent

Represented Nationally by FORJOE & COMPANY

it's
like
that
out here

Always Pioneering

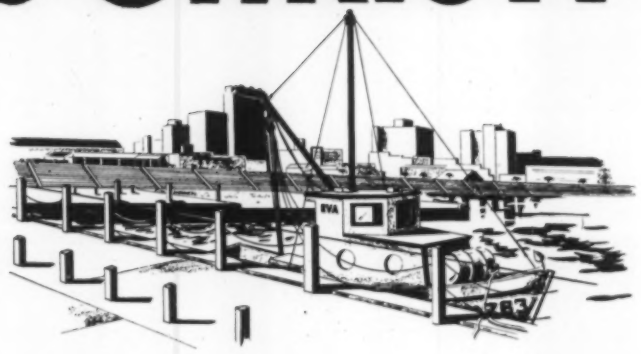
Yes, we're *always* pioneering out here . . . pioneering *new* ways to do things better. That's why KVOO's new mobile unit, the first of its kind, complete in every detail for on the spot farm broadcasts, recording and public address work, is rolling across Southwestern farm and ranch lands at a rate of better than 50,000 miles a year! Truly, here is a modern covered wagon that brings KVOO farm listeners and KVOO Farm Department staff members into an ever closer and more profitable relationship! Today, as always . . . the Southwestern farmer *is* the KVOO Farm Department . . . a *working* partner whose interest is the same as ours . . . to build a more permanent and prosperous Southwestern agriculture! Thanks to our farm partners, together we have built the Southwest's greatest Radio Farm Department!

KVOO Tulsa

50 000 WATT NBC AFFILIATE

EDWARD PETRY & CO., INC.,
National Representatives

how would you like A "TRADE" LIKE THIS in CORPUS CHRISTI?



● **Just to prove our point that there's a whale of a lot of originality and showmanship in national spot-radio, here's a fairly typical little story from South Texas.**

Every morning at 7:15, Station KRIS at Corpus Christi features "Trader Jack", a crackerjack local personality who comes on the air with stacks of letters from listeners, offering items for sale or trade—everything from wedding dresses to mountain lions—actually *selling* as many as 1726 items in a single month!

Listenership? It's terrific. We'll gladly send you the facts. But the main point is that with Bull's-Eye Radio, F&P can usually offer you something very hot on almost any station we serve. Name your markets, gents!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

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CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
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HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
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MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
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SEATTLE	KIRO
SYRACUSE	WFBL
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BROADCASTING
TELECASTING

VOL. 33, No. 20 WASHINGTON, D. C., NOVEMBER 24, 1947 $7.00 A YEAR—20c A COPY

Petrillo Changes Tactics, Talks Terms

New York Parleys Start on Cordial Note

JAMES C. PETRILLO, in a "conciliatory" mood sharply contrasting with the truculence he displayed last summer before a House labor committee, last week opened negotiations looking toward renewal of network contracts.

The AFM president, who last summer bluntly told the House subcommittee he was considering withdrawing his musicians from network radio after the expiration of present contracts Jan. 31, announced he now approaches negotiations "on the basis that we want to settle."

Mr. Petrillo seemed struck with a burst of determined affability when, talking to news men after the first of three meetings with network executives, he said: "We want to start (the negotiations) with a friendly feeling." That his cordial attitude prevailed also within the conferences—held at his 34th floor offices in New York—was confirmed by network executives who were present.

Strictly Friendly

Network sources also reported that Mr. Petrillo had adopted unusual tactics in opening negotiations. Rather than presenting the networks with demands, he solicited from them an outline of conditions they would seek in the new contract.

"We weren't prepared for this sort of thing," one network executive said, adding that the networks were busy preparing a definitive account of their position for their presentation to the AFM leader at the third negotiational session Friday afternoon. The "bill of particulars" proposed for this meeting included such items as network contracts, FM duplication, music for television, delayed broadcasts and repeats, and cooperative programs.

These proposals would seek to break the present stalemate existing in FM and television.

It was believed that once the network proposals were submitted, Mr. Petrillo would counter them with a presentation of his own. The reversal of common procedure was prompted, network sources guessed, because of the AFM president's wariness of recent labor legislation.

At his first news conference, Mr. Petrillo himself said that negotiations would proceed cautiously because of complications resulting from the new labor laws. The union president expressed similar concern over limitations imposed by the Taft-Hartley and Lea acts during the conversations, it was learned.

Announced Aims

Mr. Petrillo's repeatedly announced intention to seek broader employment for musicians in broadcasting appeared last week to have been at least tempered. At the first two conferences with network executives this subject was informally discussed, and the networks made it plain that they "could not be of much assistance in this respect," it was reported.

Some guessed that Mr. Petrillo's earlier insistence on this matter had at least partly been dictated by a desire to reassure AFM locals that the international was vigorously interested in their behalf. Mr. Petrillo was accompanied in the negotiational sessions by leaders of New York and Los Angeles locals.

At neither of the first two meetings were wage scales discussed, it was learned. Discussions were general and were described as "exploratory."

Following each of the first two meetings the press and radio were admitted to the AFM chief's offices for news conferences in which Mr. Petrillo took the lead, although network executives were present.

Length of Negotiations

It was believed that the negotiations would proceed for at least two weeks, Mr. Petrillo having reported his intentions to remain at his New York offices for that period.

Present at the first negotiating session were Niles Trammell, Frank Mullen, NBC; Frank White, CBS; Mark Woods, Robert Kintner, ABC; Robert Swezey, MBS; T. C. Streibert, WOR New York; Mr. Petrillo; Charles Iucci, secretary of AFM Local 802, New York; Dick McCann, Local 802 president; Sam Suber, Local 802 vice president; Phil Fischer and Charles Green, of AFM Local 47, Los Angeles. The second day's attendance was substantially the same except that Mr. Trammell and Mr. Kintner did not attend.

Mr. Petrillo will meet with network officials in Chicago Dec. 8 to continue negotiations. The AFM head said Friday after the third session with broadcasters, "We are coming closer and closer to an understanding. They (the broadcasters) are being as frank and honest as we are."

Says No Proposals

Mark Woods, ABC president, as spokesman for networks, denied they had submitted contract proposals at the Friday meeting. He said the session was devoted to exploring the changes in radio, including FM duplication and television, and discussing how best to adjust a new pact to these changes.

Mr. Petrillo said AFM will file the contract termination notice required by the Taft-Hartley Law by today or tomorrow.

OPENING of negotiations between networks and James C. Petrillo, AFM president, is critical facet in industrywide music crisis. The union head caught networks off guard by asking them what they wanted, a reversal of his usual strategy of starting off with exorbitant demands. Last summer, at House investigation into Petrillo, AFM leader threatened to stop all musicians from broadcasting over more than one station at a time. Apparently he has completely changed his position in this respect. In addition, he is displaying cordiality in negotiations and to news men. On another front Rep. Kearns indicated House may reopen Petrillo inquiry **(see page 80).**

ON HAND when network executives conferred with James C. Petrillo, AFM head, in New York last week were: Standing (l to r) Charles Iucci, secretary, Local 802, AFM; Dick McCann, president, 802; Frank E. Mullen, NBC executive vice president; Sam Suber, vice president, 802; Frank White, CBS vice president; Niles Trammell, NBC president; Theodore C. Streibert, president of WOR New York; Charles Green, member of executive board, Local 47 (Los Angeles), and Phil Fischer, radio representative, Local 47. Seated, Mark Woods (l), ABC president, and Mr. Petrillo.

FCC Ruling Asked On Commercial Fax

Alden, Finch, Hogan Seek Okay On 4.1, 8.2" Scanning Lines

REQUEST for early ruling from FCC on commercial facsimile broadcasting standards was submitted jointly last week by John Alden of Alden Products Co.; William G. H. Finch, Finch Telecommunications Inc.; and John V. L. Hogan for Radio Inventions Inc. and Faximile Inc. Trio asks that standards permit both 4.1 and 8.2-inch scanning lines in commercial broadcasting.

Signers of letter say the only way to have extensive trial of facsimile is to permit commercial advertising to help pay cost of editorial services, program expense, and to demonstrate to facsimile "readers" exact kinds of services to be rendered.

Letter to T. J. Slowie, FCC secretary, says "We believe it will require extensive use and experience with both sizes to determine in what areas and services, and with what type of program and advertising the public will prefer to use one against the other. Experience may demonstrate that both sizes are wanted." Facsimile men say the public should be allowed to determine which size should be used.

Manufacturers promise early initiation of demonstration transmissions to expedite public acceptance of facsimile, if the Commission will issue standards, essentially as recommended by Facsimile Committee TR-11 of RMA.

Farnsworth on ABC

THE *Metropolitan Opera Auditions of the Air*, which was carried from 1936 until 1945 over the Blue Network and ABC, will be renewed on ABC on Jan. 4 under the sponsorship of the Farnsworth Television and Radio Corp., Fort Wayne, Ind. The Capehart and Farnsworth radio, phonograph and television sets, will be featured on the weekly show, Sundays, 4:30-5:00 p.m. Warwick & Legler Inc., New York, is agency.

Mirrorlike's Plans

MIRRORLIKE Manufacturing Co. (household items), Long Island City, N. Y., has appointed Kaplan & Bruck Advertising Agency, New York, to handle its account. Tentative plans are to use participation shows in New York and Boston, featuring furniture polish, floor wax, and window cleaner.

Quaker Spots

QUAKER SUGAR, Philadelphia, is starting a spot announcement campaign using daytime chain breaks on 12 stations in ten major markets effective Dec. 8. Contracts placed through Young & Rubicam, New York, are to run approximately 52 weeks.

Separate Network Code Plan Slated for Further Discussion

NETWORK chieftains conferred last week in New York at the invitation of Niles Trammell, NBC president, as to the possibility of adopting interim standards of practice pending further action by the NAB in establishing an industry-wide code.

The meeting was called Tuesday after Mr. Trammell had issued a statement expressing the "great disappointment" of NBC in the decision of the NAB Board of Directors to postpone action on the code.

Executives of the other major networks were reluctant to comment as to the possibilities of positive inter-network action resulting from the conference, but the prospects of some sort of interim standards emerging could not be dismissed.

A second meeting was scheduled Thursday but postponed until this week because of other business, not the least of which was the beginning of negotiations with the AFM (see story page 13).

Reluctance Noted

Discussion at the first conference was said to have been exploratory, at least two networks—which had never taken the spiritedly affirmative position regarding the code that NBC had taken—having expressed reluctance to join in precipitate action.

Mr. Trammell reported that all four networks had for some time considered the advisability of establishing a network code of standards but had "postponed action in the hope that the industry as a whole would adopt a code."

Because the NAB had failed to act promptly, it was NBC's belief, said Mr. Trammell, that the networks should "reopen discussion as to the advisability of immediate consideration of an interim code to be adopted by all national networks."

NBC, it was recalled, had taken the most vigorously approving view of the proposed NAB code. In a resolution adopted at its affiliates convention preceding the Atlantic City convention, NBC had plumped hard for the proposed code, even committing its stations to the affirmative position.

CBS followed suit with a favorable resolution from its affiliates advisory committee. ABC and Mutual were more cautiously approving.

Friday Meeting

The question whether NBC ought now to lead the way in arranging adoption of an interim code by all networks or, that failing, to adopt a code of its own modeled after the proposed standards of the NAB, was in debate at a meeting of the NBC Stations Planning & Advisory Committee which convened in New York Thursday and Friday.

Despite the official resolution pledging NBC support of the proposed code last fall, some NBC affiliates later objected to certain commercial restrictions, it was learned. This suggested that the NBC SPAC might not be unanimously disposed to authorize adoption of either an inter-network or NBC code containing provisions which had been found objectionable in the NAB proposed standards.

It was regarded as doubtful that all other networks would agree to commit their stations to an interim code.

BAC Rumor

The rumor was heard repeatedly that the inter-network meeting had revived discussion of the formation of a Broadcasters Advisory Council, composed of tripartite representation of broadcasting, agencies and sponsors. Network executives who attended the meeting, however, denied this.

Drawn for BROADCASTING by Sid Hix

"Good evening from WOOF . . . operating on 1490 kc sunrise to sunset."

Purchase of Capitol By ABC Discussed

Companies Conducting Informal Negotiations in N. Y.

NEGOTIATIONS between ABC and Capitol Records looking toward the network's acquisition of the recording firm as a subsidiary company last week were expected to reach a decisional stage within a fortnight.

Discussions concerning ABC's possible purchase of Capitol Records, one of the major firms in the record-making field, began several weeks ago, it was learned. Both ABC and Capitol executives characterized negotiations thus far as "informal." Both parties admitted, however, that further discussions would be held. Glenn Wallichs, president of Capitol, was in Hollywood last week but was expected to return to New York to renew negotiations with the network this week.

No Comment

Since negotiations were said to be still in preliminary stages, neither the network nor the recording firm would comment on the price which ABC might have to pay to buy Capitol. It was understood that a transfer of ABC stock to Mr. Wallichs and other owners of Capitol had been discussed, but the amount involved was not divulged.

Discussions concerning ABC's acquisition of Capitol have proceeded despite the announcement by James C. Petrillo that the AFM would quit playing for recordings after Dec. 31.

An ABC executive said that the AFM record ban would not be a factor in the network's consideration of the purchase since Capitol, like other record companies, has amassed a considerable backlog of recordings to be released after the AFM work stoppage takes effect.

Cone Gives 3-Point Plan To Cut Advertising Cost

ADVERTISING COSTS can be cut down by more intelligent use of the media, Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, told 200 members of the Chicago Federated Advertising Club Nov. 20.

Speaking on "How to Cut Advertising Costs by Increasing Advertising Efficiency," he said too many agencies stuck to familiar routes to reach audiences. He cited the selling themes of "whiter whites and brighter colors" of leading soap products as an example and said advertising campaigns need to be based on independent creative thinking.

Mr. Cone listed three ways to increase advertising efficiency — (1) by telling the right story of the product and sticking to it, (2) by knowing all about the product and its prospective customers and (3) by refraining from false and exaggerated advertising claims.

Revised Code to Be Given Convention

NAB Taking Steps To Insure Full Acceptance

By J. FRANK BEATTY

THE NAB code may go into operation by mid-summer of 1948 provided the Los Angeles convention and a later referendum show industry acceptance.

A sharply-revised version of the code is expected to come out of a series of steps which NAB believes will satisfy stations that democratic methods are being followed.

The vast majority of code critics, whose views were heard at the Atlantic City convention and since that time, approve the board's action in postponing the effective date indefinitely. A survey conducted by BROADCASTING (see separate story this page) shows that all but a half-dozen of those who have expressed their views publicly believe the board acted wisely Nov. 15.

However, many of those who approved the postponement insist that additional study be given the standards, with adequate chance for the industry to express its views and then vote on the final version. In general they approve the relaxing of commercial time limitations.

Serious industry split, with threats to existence of NAB itself, may have been avoided by the board's action, judging by views of some station managers.

Possible rift was still a subject of network discussion last week at a meeting of the four network presidents called by Niles Trammell, NBC (see separate story page 14). Mr. Trammell called the board action a "great disappointment" and suggested networks adopted their own code. The four met Tuesday but did not act and will convene again this week.

Will Study New Version

The board, having postponed the Feb. 1, 1948, effective date and having softened commercial restrictions to meet insistent demand (see page 85), will take up a new version of the standards at its next meeting in late February.

Tentative calendar of code events may run in about this order:

- Meeting of board's code subcommittee within a month to start rewriting.
- Meeting of Program Executive Committee to study subcommittee's findings, perhaps before yearend.
- Board meeting in February to take up new version of code, including commercial provisions adopted Nov. 15; board may approve final provisions.
- Committee action to incorporate board's findings and refine details.
- Submission to industry, perhaps by April 1, for pre-convention study.
- Debate by membership at Los Angeles convention during week of May 17.
- Final approval of post-convention version by board, except for drafting details.
- Submission to membership for referendum in early June.

Convinced that the swift steps taken last summer soon would have wrecked any code adopted in haste, the board is leaning over backward to produce a set of standards that will command industrywide acceptance.

'Democratic Processes'

President Justin Miller told BROADCASTING last week that the board's action goes far beyond industry requirements in following democratic processes.

"Broadcasters themselves by referendum vote delegated the task of writing the Standards of Practice to the board," Judge Miller said. "Under that delegation, as a matter of law the board complied with the mandate in preparation of the standards and submission to broadcasters.

"The democratic process was followed by the board in three progressive steps beyond the point of delegated power given almost unanimously: First, in recognizing democratic processes by submission to the Atlantic City convention; after the convention the board submitted the standards to broadcasters for recommendations; before final adoption they will be submitted again to broadcasters."

Judge Miller has continually emphasized that the matter of adopting standards is a legislative process requiring careful industry study.

The board's revision of the commercial limitations in the code wound up a three-day Washington meeting that included morning-to-midnight Friday meeting [BROADCASTING, Nov. 17]. The code debate was completed Saturday afternoon. Efforts to act on other portions of the code were sidetracked as attention focused on the critical time sections, which had aroused loudest station complaints.

Actually the board reprocessed only a small portion of the physical document, but in tentatively adopting new commercial limitations it disposed of the most controversial provisions.

In other actions the board set up a tentative five-day convention procedure for the Los Angeles convention during the week of May 17. The board is definitely thinking in terms of management programming for convetnions as the industry grows and annual meetings get too big for efficient handling.

General membership of the Southern California Broadcasters Assn. will be held Dec. 11 at Los Angeles to name local committees and work out plans. C. E. Arney Jr., NAB secretary-treasurer, is to meet with the committees within a month to work on arrangements.

Hotel Facilities

SCBA executives said there had been opposition among members, but that all are now solidly in support of the selection of Los Angeles. It is believed about 70% of members can be housed in downtown Los Angeles during the convention, inculding both first and second-rate hotels. The Biltmore will have about 400 rooms available to NAB. Others include the Clark, Mayfair, Alexandria, Ambassador, Town House, Hollywood Plaza, Hollywood Roosevelt, Beverly Wilshire, Beverly Hills Hotel.

The first two days, May 17 and 18, are slated for an engineering conference to be directed by the NAB Engineering Committee. Daylight hours Wednesday will be set aside for registration.

A banquet will be held Wednesday evening. It will be formal, with

(*Continued on page 85*)

Majority Approve Code Postponement

Reaction Proves Varied On Decision to Relax Commercial Limit

GENERAL approval of the NAB board's action in postponing indefinitely the date for operation of the proposed Standards of Practice and granting a referendum was indicated in a nationwide survey conducted last week by BROADCASTING among those who have publicly expressed their views.

Station reaction varied on the board's decision to relax the commercial time limitations, but a majority of managers favored the step. Only a few managers among those flatly opposed to a code, did not indicate approval of postponing.

Would Like Creed

Sentiment still exists for adoption of a creed or "affirmative" code, with many taking the position that it is difficult to adopt a set of standards applicable to all types of stations in all parts of the country.

Excerpts from the views of those who discussed the codes at the convention and who have stated their positions since that time, along with comments of other managers contacted by BROADCASTING, follow:

George B. Storer, president, Fort Industry Co.—"I have maintained all along that mere reduction by a few seconds here or there in commercial copy will not necessarily improve American broadcasting. Therefore I do not feel the latest revisions in limitations on commercial copy are particularly important. I still maintain intelligent and carefully controlled presentation is much more important."

Mr. Reynolds

Robert O. Reynolds, vice president and general manager, KMPC Hollywood — "It is the only thing to do since there are many differences among station management minds, particularly independents. It would be foolish to attempt to put over the Code without representative opinions."

Leonard L. Asch, president, WBCA (FM), Schenectady, N. Y. —"The multiplicity of new AM, FM and television stations marks the end of the 'gravy train' and I fear this second generation of broadcasters will bring on a rate cutting and mutual 'tearing down' of competitors. Broadcasters can live very well under the amended code and its general adoption is vital if broadcasting is to remain competitive with other media."

Dr. Leon Levy, general manager, WCAU Philadelphia—"Since 1935 WCAU has limited commercial copy and has not sold time for religious, educational or controvercial subjects. We believe these practices are in the best interests of broadcasting and that the industry would promote better public relations if all stations adopted similar policies."

C. L. McCarthy, general manager, KQW San Francisco—"I favor postponement. The standards were contrary to best interests of the industry. The 15th District adopted a resolution declaring any code must establish conditions uniformly applicable to all stations in all areas. Those are my sentiments."

William B. Ryan, general manager, KFI Los Angeles (NAB board member unable to attend recent meetings)—"Once the code was circulated among all stations there were many differences of opinion. It is a good idea to delay final action. I doubt if airing at a convention will accomplish the complete revision. The final form still will have to come from committee action representing the will of the majority of broadcasters."

Art Westlund, general manager, KRE Berkeley—"The decision is commendable. I believe it will bring the industry closer and prevent a split."

Wilt Gunzendorfer, general manager, KROW Oakland — "The

(*Continued on page 86*)

Coast Boxing Manager Sues To Stop Telecasts of Bouts

VIDEO is violence for box office, according to George Parnassus, West Coast fight manager.

And to prove it, he intends to file suit for a restraining injunction against the Hollywood Legion Stadium and W6XAO, Don Lee Broadcasting System's video station in Hollywood. This may prove to be a painful television precedent for boxing as well as other sporting events.

Jules Covey, Los Angeles attorney and former member of the California Athletic Commission, has been retained to draw up suit against the station and the arena. Action is to be filed in Superior Court at Los Angeles today or tomorrow (Nov. 24 or 25).

Mr. Parnassus claims he refused to sign a waiver granting permission for televising his fighters, yet they were telecast. As a result, he has advised stadium officials he is going to court "as a favor to boxing in general and your club in particular."

Don Lee officials contend that their contract is with the Hollywood Legion Stadium and responsibility for waivers of clearance rest with the arena's management.

Mr. Covey, counsel for Mr. Parnassus, advised BROADCASTING that his plea will charge that "an appropriation of skill has occurred while Don Lee Broadcasting has not contracted for services." Further, Mr. Covey concedes that there is no specific law in California covering the situation, as there is in New York, but feels that an ample foundation of general law exists.

He indicated that financial damages are not the real aim but rather that the suit will serve as a test case in an effort to establish precedent.

Mr. Parnassus declared that "in time television will kill the boxing game. It's simple. Fans will be able to stay at home or in a saloon and watch a fight for nothing, instead of going to a club and paying to see a show.

All for One Beer

"I am told there are already 13,000 sets in this area alone. Most of them are in public places. Anyone can drop into a place and see the fight for the price of a bottle of beer."

Industry estimates state that 5,000 sets are in use in Los Angeles, of which approximately 700 are in public places.

Fears of this nature caused the Los Angeles Olympic Stadium to have KTLA Hollywood withdraw its cameras from boxing exhibitions last July. Yet the telecasts of wrestling bouts from this same arena have improved crowds, according to Olympic management advices given Klaus Landsberg, KTLA general manager.

At the time KTLA lost its boxing telecast rights at the Olympic Stadium, the station started telecasting amateur bouts from the Southgate Arena, also in Los Angeles. Since that time, the gate has been improved considerably, according to Frank Pasquale, Arena proprietor.

Regardless of the legal action involved at present, Mr. Landsberg advised BROADCASTING that the time is coming in television when talent very likely will be enlarged by definition to include boxers, wrestlers, tennis players and a variety of athletic performers. "In other words," Mr. Landsberg said, "television will one day be able to pay more than the gate could ever deliver. As a result it could easily finance its own sports events."

Made Prediction in '45

He was first credited with this prediction more than two years ago and he says that he is now more convinced than ever that the day will come.

On the issue of the station's rights in such cases, Mr. Landsberg says that all KTLA agreements are signed with the responsible authority who is liable for all problems of clearance.

Mr. Parnassus readily conceded that the matches are currently unsponsored on Don Lee experimentally licensed station. Looking into the future, he said, "who do you think will be taking control of boxing? Who will be making the matches? I'll tell you—Toastie Crunchie Dog Foods or the Strange Case of John's Other Wife."

He envisions the possibility of an evening's boxing program which could start in the East and move across country as time progressed, with telecast matches coming from New York, Chicago and Los Angeles. "They would attract millions of television viewers and keep those same millions away from 'live' matches across the country," he said.

"With television cutting in, limiting the number of matches, the number of boxers, the clubs eventually will have to shut down and boxing will be a dead duck. That's why we think we'll be doing the Hollywood Stadium and other clubs a favor in fighting this thing," Mr. Parnassus concluded.

LOOKING over RCA's new table television receiver preceding the first Chicago showing of large-screen television projection are (l to r): Reynold Kraft, NBC television sales manager; R. H. Hooper, promotion manager, RCA Victor Division, Camden, N. J.; I. E. Showerman (top) vice president in charge of NBC Central Division; H. A. Renholm, regional manager, RCA Victor Division, Chicago. Showing, which featured presentation of Notre Dame-Army football on WBKB, Balaban & Katz station, was sponsored by network and RCA Victor Division of RCA. Telecast marked station's second use of new micro-wave relay link from South Bend, Ind. [BROADCASTING, Nov. 10].

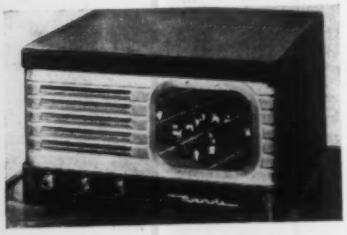
RCA Victor, Motorola and Cleervue Announce New Model Video Receivers

ANNOUNCEMENTS of more new model television receivers were made last week by three firms, RCA, Motorola, and the Cleervue Television Corp., New York.

First RCA Victor built-in television unit was introduced by the Consumer Custom Products Dept. of the RCA Victor Division. The unit, known as "The Clubman," has a 15 x 20 inch viewing screen and includes a four-stage intermediate frequency amplifier for picture sensitivity and two stages of video amplification. Model is priced at $1,495, exclusive of construction work and decoration.

Deliveries of two new model television receivers in limited quantities throughout Chicago are being made by Motorola Inc., with nationwide distribution set for Jan. 1, according to W. H. Stellner, vice president in charge of home radios for Motorola.

* * *



Motorola's $179.95 Set

First of the Motorola television line is a table model receiver now retailing at $179.95. The receiver, known as VT71, weighs 26½ pounds, and has a direct-view 7-inch cathode ray tube. The 8-position tuning knob is adjustable to any eight of the 13 video channels now available for television broadcasting in any one community.

Motorola's console television receiver, VK101, has 25 tubes, three rectifiers, and a 10-inch cathode ray tube. In addition, the console provides for AM and FM bands.

Cleervue Television Corp., New York, introduced five new video receivers last week, deliveries to begin this week. All models incorporate audio, video, power supply, sweep deck and tuning supply features. Twelve-inch screen set is $499.50, ten-inch $450. Chair-side style set is $475. Twin set is housed in two cabinets, one containing record changer, the other a 12-inch screen television receiver. Combination sells for $605. Regency model selling at $750, has 15-inch direct view screen. Rumpus model, $750, operates by remote control, using 15-inch screen.

Navy Considers Training Recruits by Television

MASS TRAINING of recruits by television is under consideration by the Navy, Comdr. Noel Gaylor, of the Special Devices Center, Sands Point, L. I., disclosed last week before representatives of the Navy Industrial Assn. in Washington.

Comdr. Gaylor said the Navy plans to televise typical Navy training situations.

"The concept is to take the best possible instructor available in a given subject, equip him with the best training material available, have him give his instruction in the subject and then syndicate this material to where the trainee is," he explained.

"This method appears to have some tremendous advantages over conventional ones. It is always up to date, it is always complete, it always deals with the exact problem for which training is required," the commander added.

Death Knell Impends for TV Channel 1

Need More Space Video Proponents Insist to FCC

By RUFUS CRATER and LARRY CHRISTOPHER

A BITTER, many-sided week-long fight for Television Channel No. 1 (44-50 mc) was waged before FCC last week by video, FM, and assorted non-broadcast interests, and the consensus of most observers at the end was that television had lost.

Although they protested that video must have more channels, not fewer, many of television's principal exponents conceded that they would prefer to have 12 channels unshared by other services—as contemplated in FCC's proposal to reallocate Channel 1, which was the subject of the hearing—than to have 13 channels and share them with others as at present.

In view of the multiple demands for more spectrum space for other services, especially in the non-broadcast fields of police, fire, utility, emergency and the like, it was considered unlikely that the Commission in its final decision would stop short of the general plan encompassed in its original proposal.

That would eliminate the sharing of television frequencies by other services, except on Channels 7 and 8 (174-186 mc), by taking Channel 1 away from television and allocating it to other services. Acting Chairman Paul A. Walker meanwhile announced that the Interdepartment Radio Advisory Committee (IRAC) had indicated that Government services' sharing of Channels 7 and 8 would be eliminated if sharing of the other channels by non-government services is found impractical.

The question of Government allocations was raised frequently, accompanied by charges that Government agencies have far more than their share, are not using all they have, and should give up or share many of them with non-government operations.

FM Seeking 44-50 mc

FM vied with the non-broadcast services in claiming a right to take 44-50 mc from television, urging that this band be used particularly for FM network relays linking stations across wide areas and on a high-fidelity basis.

Leaders in this campaign included Edwin H. Armstrong, FM inventor, who charged RCA with attempting to hold FM back (which brought a prompt denial from RCA) and reiterated his claim that FCC erred in moving FM upstairs from the 50-mc area; and spokesmen for FMA, who contended that AT&T was reluctant to provide high-fidelity lines for FM network operations, that 13 channels for TV were too many in view of the demand, and that video's proper place is in the 480-890 mc band.

Comr. Walker

Television spokesmen countered that TV "has arrived" and is swiftly growing, that additional channels are vitally needed, and that any reduction in the number of frequencies would rob many communities of video service and seriously relax interference standards. Spokesmen for Allen B. DuMont Labs said FM may one day be the aural component of television and that 88-174 mc—which includes the present FM band—eventually could be used readily for television.

The American Radio Relay League suggested that Channel 2 (54-60 mc) be deleted from television instead of Channel 1.

It appeared generally agreed that the sharing of video channels by non-broadcast services would not work, except possibly in selected areas where there are no television stations.

The hearing was conducted before the Commission *en banc* with upwards of 200 industry representatives on hand for the initial sessions. Acting Chairman Walker presided, and Assistant General Counsels Harry M. Plotkin and Lester W. Spillane appeared as FCC counsel.

Running account of the sessions follows:

MONDAY

Members of FCC's engineering department presented reports and a motion picture on tests covering interference to television from various sources, including shared operations with other services and adjacent and co-channel operations. Witnesses were Ralph Renton of the chief engineer's office; E. W. Chapin, chief of the Laboratory Division, and A. Prose Walker, chief of the Allocation Section, Television Broadcast Division.

H. I. Romnes, AT&T rate engineer, contended that in many areas television channels may be shared by common carrier fixed services, particularly point-to-point telephone service, and asked that this be permitted "subject to not causing interference to television."

He also recommended that "adequate provision" be made for the general mobile service, suggesting that such stations might share with government services in many instances.

E. H. T. Bartelink, appearing Monday afternoon for General Telephone Corp., approved FCC's proposal but added a request for TV Channels 7 and 8 for mobile and point-to-point service where his firm operated. Chairman Walker said video can't serve every

(*Continued on page 76*)

Royal Wedding Is Big Video Event

Immediate AM Coverage Points Up Lack Of Speed in TV

LACK of trans-Atlantic video transmission facilities was never more keenly felt than last Thursday morning when the screens of American television sets were blank while for two hours the networks in a pooled broadcast brought their listeners a minute-by-minute, on-the-scene description of every phase of the wedding of Britain's Princess Elizabeth to Lt. Philip Mountbatten. Many a televiewer reported a feeling of loss that such an inherently pictorial event could not have been covered for him by television as it progressed, while crediting radio for doing its usual excellent job of verbal reporting.

American video stations, however, in cooperation with the news and picture services, made the best use of the pictorial material available. On Wednesday evening the NBC television network broadcast a film, *The Princess Comes of Age*, depicting the growth of Elizabeth from a little girl to young womanhood, concluding with pictures of her with her future consort at the time their engagement was announced. The picture, comprising 780 feet of film and running eight minutes, was furnished to NBC by International News Service and International News Photos as edited from their movie files, and representated one of the first INS-INP ventures into video newsreel operation.

Biographical Film

Thursday evening ten video stations across the country broadcast a 16-minute biographical film of the princess, this one prepared by British Information Service and made available for tele-showing in the United States through United Press and Acme News Telephoto, supplemented with still photographs of the wedding ceremony radioed that day from London. Film and stills were accompanied by a special script prepared by the UP television staff, which also provided a musical score for background use during the half-hour presentation.

This program, *A Princess Marries*, was prepared under the supervision of Phil Newsom, UP radio news manager, who is also handling UP video production. It was telecast on the DuMont network of WABD New York, and WTTG Washington, and individually by WCBS-TV New York, WRGB

(*Continued on page 84*)

Other television developments of the week in this issue:

Fight promoter sues to stop W6XAO telecasts . . . p. 16; Three firms announce new video models . . . p. 16; Navy may train by television . . . p. 16; Larger ad budgets to aid television . . . p. 19; New GE video transmitters announced . . . p. 22; McClure tells Philadelphians national conventions will give TV biggest boast in '48 . . . p. 26; $650,000 appropriation for WJR includes video construction . . . p. 28; Austrian cites coming television boom to AAAA meeting . . . p. 31; Television Workshop expands operation . . . p. 38; TV and radio carry Truman address to Congress . . . p. 40; Table console TV most popular in N. Y. . . . p. 56; DuMont stations' operating cost and revenue . . . p. 58; 160,000 video sets in 1947 . . . p. 79. [Also see various note departments for television personnel changes, appointments, etc.]

RCA TV Transmitters Received by Three More

RCA television transmitters have been delivered to the *Philadelphia Evening Bulletin*, WBAL Baltimore and WATV Newark, RCA reported last week, making a total of 13 postwar RCA-equipped video stations. Others are: WNBW and WMAL-TV Washington, KSD-TV St. Louis, WFIL-TV Philadelphia, WTMJ-TV Milwaukee, WLWT Cincinnati, WBZ-TV Boston, WBEN-TV Buffalo, KOB-TV Albuquerque, WMAR Baltimore. Future deliveries of RCA transmitters, scheduled at three a month, will go to new stations in New York, Chicago, Cleveland, Minneapolis, Baltimore, Los Angeles, Toledo, Dallas and Detroit, RCA said.

CBS Estimates Audience by Radar

Results Are Instantaneous In Revolutionary IAMS System

By RALPH TUCHMAN

MEASURING radio audiences by an application of radar, known as IAMS (Instantaneous Audience Measurement Service), is a possibility now before the industry as result of an announcement by Dr. Frank Stanton, CBS president, before a luncheon gathering of talent, network and advertising agency executives at Beverly Hills (Calif.) Hotel Nov. 18. Two similar Los Angeles groups heard about IAMS, Nov. 19-20, with a San Francisco session Nov. 21.

Explaining its performance, Dr. Stanton said "it will measure and report the audience to your broadcast instantaneously on a minute-to-minute basis at the very moment of listening." Emphasizing its thoroughness, he said the device will measure as many families and kinds of families as exist in a cross section under study.

How It Operates

Operationally, a high frequency audio beep signal of a few millionths of a second is transmitted in all directions from an existing standard radio station in an area. In effect it is inserted in the standard transmission of a given station in an area under study.

Then a cross section of all radio homes in an area, already equipped with special device about the size of a portable typewriter, will automatically signal by ultra shortwave to a central point once each minute. This report will show whether the radio is in use and the station being heard. At the central point, a tape recorder will reflect the minute-by-minute listenership of sets in use plus audience to each station or program.

Developed exclusively by CBS, under the direction of Dr. Peter C. Goldmark, director of engineering research and development, the project is expected to be operational in New York during summer of 1948. As rapidly as possible thereafter, it is understood similar systems will be installed in other cities where owned and operated stations exist.

A practical field demonstration of IAMS will be conducted at the first annual "CBS Listener Research Forum" scheduled for New York in spring. In announcing this Forum, Dr. Stanton said it would be concerned with three areas of research: 1. techniques for quantitative measurements of the audience such as the automatic recorder, coincidental telephone, etc.; 2. qualitative approaches to listener preferences; 3. a systematic exploration of the whole field of literary criticism, particularly as it is related to radio programs.

Realizing that there were specifics of IAMS' operation yet to be ironed out, Dr. Stanton conceded, "It is too early . . . for me to say just how it will be set up on a regular basis." For example he cited need for FCC permission to use a single high frequency radio channel for the reporting units. "We plan to explore the most practicable method for launching the service whether it be a joint industry project, an independent outside research service or one to be underwritten and conducted by CBS."

While no specifics of sample size were covered by Dr. Stanton, it is understood that the ratio of IAMS units to homes will resemble that of Nielsen (1 per 16,000). With the information obtained from an adequate sample, he said each family report will contain four different kinds of information: 1. when the set is in use; 2. what program is being listened to, minute-by-minute; 3. income level of the listening family; 4. location of the listening family in terms of city, town, or farm.

With sum of reports, recorded electronically and cumulatively, an available record will result showing minute-by-minute program audience size and that of competing programs, kinds of people comprizing each audience as well as comparative audiences of competing programs.

Far from presenting IAMS as a cure-all measurement system, Dr. Stanton felt that the field of qualitative measurement still remains for such methods as the CBS Program Analyzer. He also advised his listeners not to discount the Nielsen Radio Index since it "will continue to supply the industry with much valuable information but on a slower basis—information not readily available from any other source."

Combination Advantageous

"Certainly a combination of IAMS and NRI will tell us almost everything we will want to know for the present at least about a program's 'box office'."

Recognizing there is no "substitute for creative talent" since "top programs come from top program ideas," he nevertheless stressed the value of research as a tool in tightening loose elements or eliminating weak ones. "Given a free flow of talent and information, the American people can be trusted to decide what they want, whether it is entertainment they are voting on or any social issue," Dr. Stanton urged upon his listeners.

In his opening remarks at the Wednesday session, Dr. Stanton advised that "the role of Government has continued to expand dangerously with respect to radio." He advised that a continuance of this "inching up process . . . by Government, will become a regimental march."

Referring to the recent Washington hearings relative to the movie industry, he was "glad that the issue has been joined with the motion pictures; that radio, the movies and the press are all seen clearly today to be in the same fight—the fight that must be won over and over again to keep America what it is."

AFTER REVEALING the new audience measurement technique, Dr. Stanton (l) discusses the subject with (l to r) Harry Witt, assistant general manager, CBS Western Division; Howard S. Meighan, CBS station relations vice president; Walter Bunker, Young & Rubicam Hollywood radio manager; Ed Cashman, Kudner Agency Hollywood manager; and Wayne Tiss, BBDO vice president and associate radio director of the agency.

BMB to Name Counsel for Tax Fight

Board Votes to Extend Discount Period Until Jan. 1

BMB soon will name special tax counsel to guide the tripartite organization in its fight to win reversal of Treasury Dept. ruling that BMB is not eligible for tax exemption permitted non-profit organizations [CLOSED CIRCUIT, Nov. 17].

The BMB board at its meeting last Monday in New York authorized President Hugh Feltis to make the appointment, and gave him a number of suggestions which he is now weighing. Probability is that appointment will be made early next month.

The matter is far from academic, as the Internal Revenue Bureau has BMB on its books as delinquent in tax payments to the tune of $200,000. The BMB method of operation, with money collected over a two-year period and then expended in a few months for nationwide survey, tends to show large yearend balances of cash on hand, making the organization a heavy taxpayer if it cannot win exemption such as given other non-profit cooperative groups.

The board, in addition to considering the tax situation voted to extend the discount period on new and renewal subscriptions until Jan. 1 from the original deadline of Oct. 1. Board felt that since the discounts had been allowed on network contracts which did not become firm orders until Nov. 4, although ABC, NBC and CBS had submitted their conditional contracts prior to the original deadline date, it was only fair to extend the discount period for stations as well.

Discount Plan

Stations who were subscribers to the first nationwide BMB survey thus will be allowed a 10% discount on their first year's dues under the new 15-point plan, and new subscribers will receive a 5% discount for the first year, provided their subscriptions come in before Jan. 1.

The board also approved the formation of a network liaison committee to confer with the BMB concerning the handling of network data in future BMB studies. J. Harold Ryan, Fort Industry Co., vice president and BMB board chairman, will appoint the committee members within the next few days.

Recommendation of its Research Committee to defer any decision on the adoption of "listenability" measurements as a BMB service until the committee has concluded its examination of this measurement, which may take considerable time, was unanimously accepted by the board. Committee pointed out that if the decision is favorable, additional time will be needed to set standards of acceptability and grades of "listenability."

Expressing its gratitude to Mutual "for having made available to the BMB staff and committee the information it has obtained and the services of its own experts," the committee said that it will instruct the Technical Committee "to include a study of the relationship between delivered signal and actual audience as part of the bureau's continuing experimental and developmental research program." Committee's report also noted the value

(*Continued on page 80*)

Larger Ad Budgets To Aid Television

Kersta Foresees Video Growth During Next Ten Years

A NATIONAL annual average advertising expenditure during the ten-year period, 1946-1955, of $3.6 billion, about 50% more than was spent for advertising during the prosperous year of 1945, was predicted by Noran E. Kersta, director of television operations for NBC, in a New York talk before the monthly meeting of the American Television Society.

"The telecasting industry," he stated, "is thus expected to grow to maturity during a decade when advertisers will have $1.2 billion more to spend each year than in 1945. It is apparent that there will be plenty of advertising dollars available for the support of the emerging television industry."

Citing a 20th Century Fund study predicting an average gross capital formation of $38 billions a year for the 1946-1960 period, Mr. Kersta reported this would be accompanied by gross national sales of some $160 billion annually, making $3.6 billion a logical advertising total according to past relationships between sales and advertising. The increase of $1.2 billion a year should give television the chance to secure advertising support without cutting in on other media, he said, pointing out that the annual total of all radio advertising is somewhere between $300 million and $400 million. "We have all heard statements," Mr. Kersta concluded, "that on one can afford to pay for home television, that advertisers cannot possibly foot the bill for television broadcasting as they do in sound broadcasting, that programming costs are prohibitive, and so on. Those who have these thoughts deserve to wind up with no part of television or advertising."

MILLER HEADS MARCH OF DIMES RADIO UNIT

FORMATION of the National March of Dimes Radio Committee, headed by Justin Miller, NAB president, was announced last week by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

Named co-chairmen with Mr. Miller were: Charles C. Barry, vice president of ABC; Hubbell Robinson Jr., vice president of CBS in charge of programs; Edgar Kobak, president of Mutual, and Ken R. Dyke, NBC vice president.

The committee will use more than 3,000 stations, including AM, FM and television facilities in publicizing the March of Dimes campaign to further infantile paralysis research and to aid stricken victims of the disease, according to Howard London, radio and motion picture director of the National Foundation for Infantile Paralysis.

DISCUSSING Skelly Oil Co. program, *This Farming Business*, are (l to r): Louis Roen, NBC announcer; T. P. Bannion, Skelly advertising manager; Alex Dreier, NBC commentator heard on Skelly program, and H. A. Carlson, account executive of Henri, Hurst & McDonald Inc., Chicago. Mr. Bannion was in Chicago for American Petroleum Institute meeting. Program is heard on NBC midwest stations Mon.-Fri., 7-7:15 a.m. (CBS), but is carried in Chicago area on WMAQ 6:45-7 a.m. (CST).

Large-Scale Demonstration Of Fax Planned in Capital

PROPOSAL for a large-scale demonstration of facsimile broadcasting to be held in Washington next spring, probably in conjunction with the annual meeting of the American Society of Newspaper Editors in April, was discussed last week at a meeting of prospective fascimile broadcasters held at the headquarters of Radio Inventions in New York.

Group included representatives of a number of newspaper publishers and broadcasters who have underwritten the RI experimental and development work on facsimile apparatus and programming and who have facsimile transmitters and receivers on order from General Electric Co., which is building the equipment to RI specifications.

First GE transmitter, plus a number of receivers, will be delivered to the *Miami Herald* (WQAM, WQAM-FM) about Dec. 1, it was reported. The paper plans to begin its facsimile broadcasts as soon after that date as it is possible to get the station on the air. *The Philadelphia Inquirer* (WFIL, WFIL-FM) is scheduled to get its equipment from GE early in December and hopes to get on the air by Jan. 1. After that, the *New York Times* (WQXR, WQXQ) and WOR New York will receive their GE transmitters and receivers and will probably begin experimental fascimile programming early in 1948.

Operations Discussion

Meeting discussed all phases of facsimile operation from the proper way to file applications with the FCC to the best way to promote facsimile stations and programs, including the installation and maintenance of equipment, how to service reproducers with paper, training of personnel, and the like.

The proposed demonstration probably will be presented through the cooperation of the *Washington Post* (WINX, WINX-FM) which should be broadcasting facsimile programs by that time, it was reported. Demonstration probably will show the uses of this form of picture broadcasting in education and its military applications, as well as for entertainment, information and advertising.

Meeting was conducted by John V. L. Hogan, president of Radio Inventions and of WQXR. Attending were: Wayne Coy, *Washington Post* (WINX); Tom Brooks, Hearst Radio (WBAL Baltimore); William Lodge, CBS; Bruce Barrington, *St. Louis Star-Times* (KXOK); Otto Arnold, New Bedford, Mass., *Standard - Times* (WNBH); Kenneth Cole, *Akron Beacon-Journal;* John M. Outler Jr., *Atlanta Journal* (WSB); Lee Hills, *Miami Herald* (WQAM); Elliott Sanger, Ivan Veit, Elliott Sanger Jr., *New York Times* (WQXR); Charles Singer, WOR New York; Roger W. Clipp, Charles Ginsberg, Merrill Panitt, David Podney, Louis Littlejohn, *Philadelphia Inquirer* (WFIL); R. W. Bristol, Elliott Crooks, Edgar Felix, Radio Inventions.

COURT EXTENDS DATE FOR REPLIES TO WSAY

U. S. SOUTHERN District Court, New York, has extended to Dec. 10 the date by which the four networks must file replies to the $12,000,000 damage suit brought against them by Gordon P. Brown, president of WSAY Rochester [BROADCASTING, Nov. 17]. Original deadline was Nov. 20.

Meanwhile, the Circuit Court of Appeals has agreed to hear argument during the first week in December by Mr. Brown's attorneys who seek a reversal of the District Court decision denying WSAY an injunction restraining MBS and ABC from dropping WSAY as their Rochester affiliate. It was reliably reported late last week, however, that Mr. Brown will not press for an appeal from the injunction denial.

UNESCO Unit Asks Half - Million More

Subcommittee on Mass Media Recommends Increase

UNESCO's subcommittee on mass media recommended to the full group last week an increase of $500,000 in the 1948 budget for the mass media section, or a total of $800,000, as debate continued on the question of removing obstacles to a free flow of information.

J. B. Priestly, British delegate and author, urged approval of the report so that UNESCO could be brought alive to millions of people through the radio, press and films. This, he said, would give them hope and courage to fight present fears.

Mr. Priestly emphasized that the increased allotment should be used to obtain immediate results. "It is essential," he said, "to avoid devoting too much money or energy to surveys which may not produce results for years to come."

The U. S. definition of the free flow of information was attacked by the Czechoslovakian delegate, Adolf Hoffmeister, who described it as "misinformation." Taking issue with the definition of culture by William Benton, chief U. S. delegate, Mr. Hoffmeister said he did not consider as art or culture American movies, baseball games or comic strips.

Serious Shortages

The commission on technical needs, which conducted a survey of 12 war-devastated countries in Europe and Asia to determine the shortages in the radio, press and film fields, made public its report. It states inquiries "have clearly shown the lack of certain means of transmission, such as teleprinters and radio telegraphic transmitting and receiving material."

The shortages were considered serious by the commission since they obstruct the full and speedy collection and distribution of news. Greatest need was said to be in five countries — Czechoslovakia, China, Greece, Poland and Yugoslavia.

Small Market Stations Get Management Study

NINTH of a series of confidential management studies showing details of actual station operation was released last week by NAB's Small Market Stations Division. The station is a 250-w fulltime MBS Don Lee affiliate in a Pacific Northwest city of 8,000-11,000 population and owned by the local newspaper.

The station has been on the air 12 years, with 12 fulltime employes of which 10 double as salesmen. The study was made by Arthur C. Stringer, NAB Director of FM and Special Services. Head of the Small Markets Stations Division is J. Allen Brown.

Initial Meet Held By New HF Group

Government - Industry Unit Confers in Washington

INITIAL organizational meeting of the Government-Industry High Frequency Planning Committee was held in Washington Thursday with representatives of the NAB, the Government and private licensees in attendance.

The meeting brought together all the agencies having to do with high frequency bands and broadcasting for the purpose of drafting U. S. proposals to be presented at Geneva in March. At that time the five-nation planning committee designated by the recent Atlantic City conference will get together and work out recommendations for the 2300 kc allocated by the ITU for distribution among the nations of the world. The five-nation committee consists of Mexico as chairman, India, Russia, United Kingdom and the United States.

The American delegation will present the recommendations of its Government - Industry Committee to the Geneva Conference, scheduled to run from March 22 to May 22. The Geneva Conference will combine the American plan with that of the other four nations and attempt to produce a workable agreement.

Outline of Plan

This plan will then be distributed to the entire membership of the union following the Geneva Conference for consideration and study. Then, based upon the suggestions and criticisms from the nations, the Geneva Committee will meet again in Mexico City on Oct. 1 and attempt to revise the plan for presentation to the World High Frequency Conference which gets underway Oct. 21 in Mexico City.

Since it was evident at the Atlantic City Conference that the nations of the world require about 2½ times as many channels as the 2300 kc allocated to them, it is felt that the American delegation will recommend some sort of frequency sharing arrangement. In addition, many stations will probably have to slash their estimated requirements.

Users of other services attach much importance to the work of this committee and are said to be desirous of assisting it to arrive at a practical solution, since that would make it possible for high frequency broadcasters to get back in their bands and make available the ones they are currently using.

The group was divided into two working subcommittees, one on frequency requirements headed by Forney A. Rankin, associate chief of the State Dept.'s International Broadcasting Div., and one on engineering with Curtis Plummer, head of FCC Engineering Dept.'s Television Div., as chairman.

The committee was addressed by William T. Stone, Kenneth D. Fry and John M. Begg of the State Dept. and Comr. E. K. Jett of FCC. Others in attendance were A. D. Willard Jr. and Bryce Rea, NAB; Frederick J. Ball and V. C. Kohlhaas, Crosley; Edmund Chester, Robert De Hart, and Tony Kraber, CBS; W. S. Duttera, NBC; James P. Veatch, RCA; Robert Burton, John Cates, Ben Dixon, Roger Legge, and H. B. Otterman, State Dept.; J. H. Dellinger, Bureau of Standards; Victor Fite, Provisional Frequency Board; James D. Flashman, Air Forces Dept.; Paul Miles, FCC; Capt. D. E. McKay, Coast Guard; and Commander Moore, USN.

Representatives of General Electric, Westinghouse, Associated Broadcasters, and World Wide Broadcasting Foundation were not present but are expected to attend subsequent meetings scheduled every Tuesday.

TOP PROGRAM HOOPERS

EVENING

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Position
Fibber McGee & Molly	141	S. C. Johnson & Son	Needham, Louis & Brorby	26.0	24.7	+1.3	5
Bob Hope	128	Pepsodent Div., Lever Bros.	Foote, Cone & Belding	25.7	26.7	—1.0	2
Jack Benny †	160	American Tobacco Co.	Foote, Cone & Belding	23.1	27.2	—4.1	1
Radio Theatre	147	Lever Bros.	J. Walter Thompson	23.1	21.9	+1.2	7
Charlie McCarthy	143	Standard Brands	J. Walter Thompson	22.4	25.5	—3.1	3
Amos 'n' Andy	149	Lever Bros.	Ruthrauff & Ryan	21.5	21.1	+0.4	8
Fred Allen	143	Standard Brands	J. Walter Thompson	21.4	25.2	—3.8	4
Red Skelton	159	B. & W. Tobacco	Russel M. Seeds	20.4	24.1	—3.7	6
Mr. District Attorney	133	Bristol-Myers	Doherty, Clifford & Shenfield	20.4	20.3		10
Music Hall	139	Kraft Foods	J. Walter Thompson	19.9	13.5	+6.4	32
Walter Winchell †	217	Andrew Jergens	Robert W. Orr & Assoc.	18.1	*	*	*
My Friend Irma	145	Lever Bros.	Young & Rubicam	17.8	20.8	—2.7	9
Bandwagon	158	F. W. Fitch	L. W. Ramsey Co.	17.3	19.2	—1.9	12
Duffy's Tavern	134	Bristol-Myers	Young & Rubicam	17.0	15.7	+1.3	17
Truth or Consequences	136	Procter & Gamble	Compton Adv.	16.3	15.3	+1.0	20

† Includes first and second broadcasts.

* Not reported a year ago.

DAYTIME

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Position
Our Gal, Sunday	84	Whitehall Pharmacal	Dancer-Fitzgerald-Sample	6.9	6.3	+0.6	12
Aunt Jenny	61	Lever Bros.	Ruthrauff & Ryan	6.7	6.9	—0.2	3
Young Widder Brown	142	Sterling Drug	Dancer-Fitzgerald-Sample	6.5	6.6	—0.1	7
Romance of Helen Trent	84	Whitehall Pharmacal	" " "	6.5	6.6	—0.1	8
Stella Dallas	142	Sterling Drug	" " "	6.4	6.8	—0.4	4
Ma Perkins (CBS)	80	Procter & Gamble	" " "	6.2	6.8	—0.6	5
Backstage Wife	142	Sterling Drug	" " "	6.0	5.6	+0.4	20
Pepper Young's Fam.	128	Procter & Gamble	Pedlar & Ryan / Benton & Bowles	6.0	6.4	—0.4	10
Right to Happiness	143	Procter & Gamble	Compton Advertising	6.0	7.7	—1.7	1
Portia Faces Life	87	General Foods Sales	Benton & Bowles / Foote, Cone & Belding	5.9	6.4	—0.5	11

Readjustments in Labor Act Advocated by NAB's Doherty

LEGISLATIVE revision of the Fair Labor Standards Act to make it "effective and equitable" was requested last week by Richard P. Doherty, director, Employer-Employe Relations Dept., NAB, in a statement submitted to Rep. Samuel K. McConnell Jr. (R-Pa.), chairman of the House Education and Labor Subcommittee on Wages and Hours.

Pointing out that during the 1938-1947 period when the Fair Labor Standards Act was in effect the average annual earnings of fulltime radio employes was 70% above the level of average earnings for all employes in private industry, Mr. Doherty said that the radio industry therefore has no fundamental opposition to the principle of fair minimum wages. However, he said, the character and application of the overtime provisions are a matter "of serious concern."

Overtime Provision

Conceding that overtime provisions had achieved an excellent wage record, Mr. Doherty said that their application "has unfairly penalized and harassed the broadcast industry." And, he added, "unless the Congress of the United States corrects the inequities and weaknesses of these overtime provisions, a contingent liability will continue to be created throughout the radio industry, as well as in most other fields of business, through no fault of either employers or employes."

Mr. Doherty then listed the following measures which he recommended be included in that section of the revised act pertaining to premium pay for "so-called overtime work."

(1) Overtime should be based only upon the regular hourly rate of pay for the standard workweek as defined in union contracts or agreed to between employers and employes so long as those agreements and contracts do not set a standard workweek in excess of the maximum so defined by the Fair Labor Standards Act.

(2) Payments made to employes in the form of profit-sharing and bonus distributions should not be included in the calculation of "average hourly earnings" upon which premium overtime is paid.

(3) Extraordinary wage payments, commissions for "extra curricular" work and special fees for other than normal work assignments should be omitted from the calculation of "average hourly earnings" which are used as the basis for overtime premium wages where such fees, commissions, incentive bonuses, etc.—as determined on an hourly basis in relation to the time spent earning them —are equal to, or exceed one and one-half times the regular hourly rate of pay.

(4) Pyramiding of overtime wage payments should be prohibited.

(5) The prescribed exemptions for bona fide executives, administrators, professional employes and outside salesmen should be retained but with certain additional clarification. These were listed as: (a)

(Continued on page 81)

Take it off, we know you!

A mask is a safety factor in electric welding. Safety engineers swear by it. And whenever welding is done, you'll see signs around for the unwary, reading "Don't Look At The Flash!"

A mask is fine on a welding job, but there's no need for one in radio time buying.

All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous . . . and sometimes it's most enlightening.

Take radio in Baltimore. If you stare right straight at the naked facts, you'll discover that it's the independent station that's the buy in this big 5-station town.

It's W-I-T-H that delivers more listeners-per-dollar-spent than any other station in this 6th largest city.

The smart time buyers don't use blinders . . . they know what goes on in Baltimore. That's why W-I-T-H heads so many lists!

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

SEC Index Shows Radio Stock Greatly Increased

LATEST statistical bulletin of SEC shows that most recent index figures of closing prices of radio manufacturing companies' stocks on New York Stock Exchange increased more than those of any other of the 27 industry groups for which records are kept.

The index for the week ending October 11, was at 122.2, a 5.4 increase and for the week before at 115.9, a 5.2 increase. Only other industry group which came near equalling radio makers was that of aircraft manufacturing, which had an index increase of 5.1 for the week ending October 11 and of 5.4 for the previous week.

PLANS have been completed for transmitter, office and studio building of KYSC Yuma, Ariz., owned and operated by Yumesa Broadcasting Co. KYSC will be one of four stations of Sun Country Network.

WELCOMING Swift & Co. as NBC Television's first full-network client [BROADCASTING, Nov. 10] during the Nov. 7 telecast of *Swift Home Service Club*, Frank E. Mullen, NBC executive vice president (r), beams approvingly at (l to r) Jinx Falkenburg and Tex McCrary, hosts on the program, and O. E. Jones, Swift vice president in charge of sales. Program originates from WNBT New York.

PHILCO YIELDS; DROPS "SELL 'N' WIN" DRIVE

PHILCO CORP., yielding to pressure from business and government, has abandoned its "Sell 'N' Win" campaign to promote radio receiver sales after complaint by the FTC that the drive involved a lottery, deceived the public and disparaged competitive products [BROADCASTING, Nov. 17].

Early indications were that Philco would fight the case to the end, but the company's sudden decision to bow to the FTC makes it one of the most quickly concluded big cases to come before that body.

In a statement explaining its position, Philco still took the stand that there was nothing wrong with the campaign. It also announced that prizes earned in the contest up to the time of the discontinuance would be awarded. James H. Carmine, vice president in charge of merchandising, who made the statement, said:

"While Philco believes that it was acting in line with general sales practices in offering the incentive of the 'Sell 'N' Win' campaign to all its cooperating dealers and their salesmen, the company, in order to avoid protracted litigation and controversy, has agreed with the FTC to discontinue this special sales program."

Taylor Nobel Speaker

DAVIDSON TAYLOR, CBS vice president, will address the seventh American Nobel Anniversary Dinner, to be held Dec. 10 at New York's Hotel Astor. Other speakers will be George V. Denny Jr., founder and moderator of *America's Town Meeting of the Air*; Trygve Lie, Secretary General of the United Nations; Jan Masaryk, Chairman, Czechoslovak delegation to UN; Herbert H. Lehman, former Governor of New York; Rufus M. Jones, Honorary Chairman, American Friends Service Committee; Wilhelm Morgenstierne, Norwegian Ambassador; Lennart Nylander, Swedish Consul General; Dore Schary, Vice President, RKO Pictures; and Nobel Prize Winners Emily Greene Balch and Dr. James B. Sumner.

New GE Transmitters

TRANSMITTER Division of General Electric Co.'s Electronics Dept. at Electronics Park, Syracuse, has announced development of GE television transmitters Type TT-6-A and TT-6-B with a 5 kw visual transmitter and a 2½ kw aural transmitter for operation on television channels 1 through 13. Early shipment of the first low band transmitter is scheduled for WRGB, GE's video station in Syracuse. WGN Chicago is to receive the first high band transmitter.

IT ALL STARTS HERE

where the fishing's fine!

There's good fishing aplenty in the thousands of water courses throughout the Nashville market territory . . . Fishing may be all these fresh water streams mean to the "compleat angler". But for a complete picture of the market, just move downstream —past the great stock farms and numerous factories. Don't forget the barge trains or the TVA dams that give cheap, abundant power . . . This diverse, water-dependent activity keeps employment high and buying income well over $800,000,000 yearly . . . A-n-d they make the Nashville market a rich sales area for you. Cover it effectively—and at reasonable listener cost—over WSIX.

AMERICAN • MUTUAL
5,000 WATTS • 980 KC

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by THE KATZ AGENCY, INC.
WSIX gives you all three: Market, Coverage, Economy

In four weeks,
WLW reaches 81.2% of the 3¼ Million Radio Homes *in this area . . .*

The total impact of The Nation's Station within the WLW Merchandise-Able Area — the exact over-all performance of WLW and leading competing stations — is now available through a special report of the Nielsen Radio Index, based on four measured weeks of listening in February and March, 1947.

As an actual or potential user of radio advertising, you should be vitally interested in these new coverage and circulation data. They provide an accurate picture of WLW's total coverage in terms of homes reached . . . intensity of coverage in terms of minutes listened . . . share of total listening within the area . . . the comparative performance of WLW and its leading competitors.

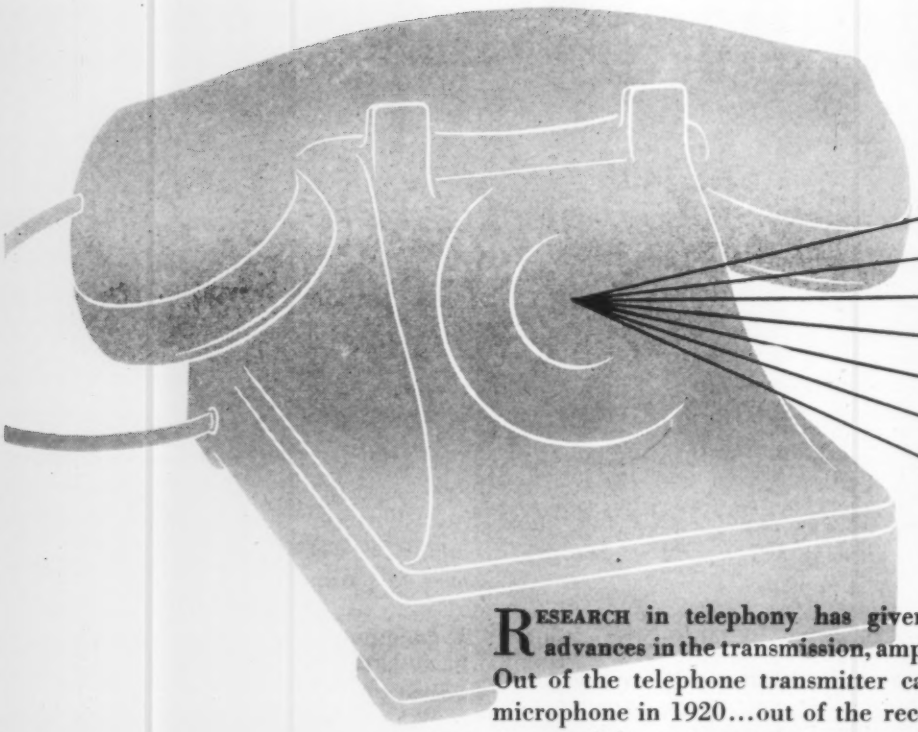
For example: during the four report weeks, WLW reached 81.2% of all radio homes in the area between 6 AM and midnight, as compared to 29.3% averaged by the next 15 leading stations. And among these homes reached by WLW, the number of minutes of listening during the average week was 550 for The Nation's Station, as compared to 233 minutes of listening per week averaged by the next 15 stations.

Even more remarkable, we believe, is the fact that WLW received one fifth — 19.3% — of all listening to all 175 stations heard within the area.

WLW Sales Offices in Cincinnati, New York or Chicago will be glad to show you this new NRI report. On the West Coast, contact the Keenan & Eickelberg office in Los Angeles or San Francisco.

1922 WLW 1947
25th Year
CROSLEY BROADCASTING CORPORATION

Why this team



RESEARCH in telephony has given birth to many of the important advances in the transmission, amplification and reproduction of sound. Out of the telephone transmitter came the first successful commercial microphone in 1920...out of the receiver came the loudspeaker in 1919 ...out of the vacuum tube repeater—developed for telephony in 1913—the modern science of electronics.

It is only natural that Bell Laboratories scientists and Western Electric engineers, working as a team to improve telephony, have pioneered in the design and manufacture of equipment in all of these fields which have sprung from the telephone.

Whether you are interested in radio broadcasting, mobile radio, sound motion pictures, sound systems, radar, hearing aids or radio telephony, you'll find it wise to look to equipment designed and manufactured to fill your needs by the Bell Telephone Laboratories-Western Electric team.

—QUALITY COUNTS—

can lead in all these fields

BROADCASTING
AM, FM

SOUND SYSTEMS
Public Address, Music Distribution, Wired Music

SOUND PICTURES

MOBILE RADIO
Police, Marine, Aviation, Railroad, Urban and Highway Service

HEARING AIDS

RADIO TELEPHONY
Overseas, Ship-to-Shore, Point-to-Point

RADAR

BELL TELEPHONE LABORATORIES
World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

Yes, WBIG-FM soon!

We're BIG

when we fight intolerance.
rich and poor, old and young,
black and white freely use
our facilities.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

Announce Winners Of '48 IRE Awards

Medal of Honor Goes to Horle, Chief RMA Engineer

BOARD of directors of The Institute of Radio Engineers has announced winners of its 1948 awards, to be presented at the IRE national convention in New York next year.

Mr. Horle

L. C. F. Horle, 1940 president of the Institute and now chief engineer of the Radio Manufacturers Assn., in charge of the RMA Data Bureau, will be awarded the IRE Medal of Honor. The board cited "Mr. Horle's distinguished service rendered through substantial and important advancement in the science and art of radio communication."

W. H. Huggins is winner of the Browder J. Thompson Memorial Prize for his paper on "Broadband Noncontacting Short Circuits for Coaxial Lines," which appeared in the last three issues of *Proceedings*. The prize was established in memory of Browder J. Thompson, a director of the Institute, who was killed in action during the recent war while on a special mission for the Secretary of War. Mr. Huggins is a radio engineer with the Army Air Forces at the Cambridge Field Station of Watson Laboratories.

The third award, the Morris Liebmann Memorial Prize, will go to S. W. Seeley, who is director of the RCA Industry Service Laboratories in New York City. The prize also commemorates the memory of a Fellow of the Institute, Col. Morris N. Liebmann, killed in action during World War I. Mr. Seeley was chosen for "his development of ingenious circuits related to frequency modulation."

Self-Made Hooper

THE FAMILIAR Hooper telephone survey has been adapted by *Those Websters* (MBS, Sunday, 5 p.m. CST) with great success, according to the program's agency, Ruthrauff & Ryan, Chicago. For several weeks now the program has opened with a telephone call and interview which goes like this:

Q: Are you listening to your radio now?

A: Why, yes.

Q: To what program are you listening?

A: To *Those Websters*!

Q: And who is the sponsor?

A: Why, Quaker Oats, of course!

Idea is that of Warren Johnson, of R&R's media department, and Roz Metzger, R&R radio director. Both claim increased sponsor identification.

Says Party Conventions Will Give TV Big Boost

BIGGEST BOOST television has had was the recent World Series and the next biggest boost will be the two 1948 political conventions in Philadelphia, according to Don McClure, director of television for N. W. Ayer and president of the American Television Society, who spoke before the Television Assn. of Philadelphia Thursday evening.

He urged the Philadelphia Assn. to organize itself and grow in order to do all it could to help in the television opportunity which the Philadelphia political conventions afford. Joseph G. Csida, editor in chief of *Billboard*, spoke on the televising of special events. Roland Tooke assistant general manager of Philco's television station, WPTZ Philadelphia, was in charge of the program. Kenneth Stowman, television director of WFIL-TV Philadelphia and president of the Association, presided.

FORMAL dedication of WLAW-FM Lawrence, Mass., Nov. 10 was the occasion for this gathering. L to r: Chief Announcer Fredrick Laffey; James T. Mahoney, program director; Irving E. Rogers, president and treasurer of the Hildreth & Rogers Co., owner and operator of WLAW and WLAW-FM; and General Manager Harold B. Morrill. **WLAW-FM** operates on 93.7 mc, Channel 299, from 3 to 9 p.m. daily. Transmitter is located in Burlington, Mass. Station eventually will attain a power of 17,000 w. [BROADCASTING, Nov. 17].

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

TOM HOWARD
HARRY MacNAUGHTON
LULU McCONNEL
GEORGE SHELTON

. . . the 4 zanies that WMT listeners look 4ward to on Friday nites

"It Pay$ to be Ignorant"

. . . BUT NOT ABOUT WMT AND EASTERN IOWA

Iowa—the Nation's No. 1 Farm Market also ranks 16th in Manufacturing—WMT ranks 1st with listeners!

What a combination for a thorough selling job! WMT, Eastern Iowa's No. 1 station with those exclusive good, good CBS programs and well over a million* listeners with a dependable, spendable income.

It DOESN'T pay to be "ignorant" about this great market and the terrific selling job we are doing in an area where industrial plants are going up as fast as our farm crops. Time buyers have a real chance to "look good" when they recommend WMT. Get all the facts and get on WMT. Contact your Katz Agency man at once.

**to be exact—1,131,782 within our 2.5 MV line.*

WMT

Cedar Rapids

BASIC COLUMBIA NETWORK

600 KILOCYCLES 5000 WATTS DAY AND NIGHT

MEMBER MID-STATES GROUP

Now in our **25th** year . . . The Station Built by Loyal Listenership!

California Broadcasters Name Interim Officers

INTERIM officers of California State Broadcasters Assn. include Calvin J. Smith, general manager of KFAC Los Angeles, president, and C. L. McCarthy, general manager of KQW San Francisco, secretary - treasurer. They were elected in Hollywood Nov. 14 at meeting of interim board of directors.

Mr. Smith

Permanent board and regular officers are to be selected at February meeting. Aim is to arrange meeting at place and date to coincide with District 15 and 16 NAB meeting.

In defining its purpose, group will work closely with NAB on industry-wide matters and function within California on all matters of general interest to CSBA.

Prominent Industry Men In Aid to Europe Group

PROMINENT broadcasters, national advertisers, and industrialists are among those named to the National Council of the newly-organized Committee for the Marshall Plan to Aid European Recovery, of which Henry L. Stimson is national chairman.

They include: David Sarnoff, RCA board chairman and president; Niles Trammell, NBC president; Arthur Hays Sulzberger, president, WQXR New York and *New York Times;* Barry Bingham, WHAS Louisville president; Raymond Swing, MBS news analyst; Gardner Cowles, KRNT Des Moines president; Gerard Swope, honorary chairman, International General Electric Co.; Alfred P. Sloan, General Motors Corp. board chairman; A. W. Robertson, Westinghouse Electric Co. board chairman; Lee Bristol, Bristol-Myers Co. vice president.

WMLO Says AFM Used Coercion; Files Complaint With NLRB Under Taft Act

THE AMERICAN Federation of Musicians, Local 8, of Milwaukee, found itself charged with coercion under provisions of the Taft-Hartley Act in a complaint filed Nov. 18 before the Chicago regional office of the National Labor Relations Board by WMLO Milwaukee.

This action followed a suit for garnishment filed Nov. 15 in Wisconsin Circuit Court against WMLO for $6,000, representing salaries up to April 1948 for four AFM musicians whom WMLO had dismissed on the grounds they were not needed. At the same time the AFM obtained garnishment writs against all of WMLO's local advertisers and called on them to observe the union's "unfair" edict against the station. The union also "pulled the plug" on WMLO remotes originating in the Hotel Shroeder cocktail lounge and withdrew its musicians from the *Peter Och's Show.*

In a statement outlining the station's decision to appeal to the NLRB, Jerry Sill, WMLO general manager, said:

"We have no need for the musicians in question. This situation involves no disagreement about wages, hours, working conditions or employment of union musicians. It is simply a case of the Petrillo union attempting to force on us musicians for whom we have no need.

Claim Union

"We have never employed non-union engineers or musicians. The union's latest move is an attempt to embarrass us in the eyes of our advertisers (by garnishment proceedings) to a point that would force us to connive at what we consider practices detrimental to the cause of honest trade unionism.

"We have been advised that the union's unreasonable decrees violate two federal statutes: The Lea Act and the Taft-Hartley Act. On the basis of this we are proceeding to have the NLRB determine whether or not the AFM has been guilty of unfair labor practices.

"We believe this action on our part is not only in the interest of employer-employe relations, but also essential to the industry of which we are a member."

Lee Freeman, of the law firm of Rooks & Freeman, employed by WMLO to file the complaint before the NLRB, said the Taft-Hartley Act provisions against a secondary boycott had been "clearly violated" by the union's action in obtaining garnishment proceedings against WMLO's advertisers.

"We are calling on the NLRB for a decision on the possible violation of the Taft-Hartley Act because under this law it permits private individuals to act against attempts to coerce. Under the Lea Act such action must come from the Attorney General's office."

Bond Covering Salaries

The law firm said a bond of $6,000, covering the amount of salaries that would have been paid the four musicians up to April 1948, had been posted to release advertisers from any obligation in the suit involved.

Under terms of the contract between AFM musicians and WMLO the men were paid a total of $231.00 a week as staff musicians. They did not work in any other capacity, such as librarians or record-turners, and played only one quarter-hour show a day, Mr. Sill said.

MAINE BROADCASTERS ADOPT CONSTITUTION

BROADCASTERS of the State of Maine, an organization formed last month, have adopted a constitution, following a preliminary draft by Frank Hoy of WLAM Lewiston. Officers of the group are: William H. Rines, WCSH Portland, president; Faust Couture, Twin City Broadcasting Co., vice president; Jack S. Atwood, WRDO Augusta, secretary-treasurer.

At the meeting at which the organization was formed, Harold E. Fellows, WEEI Boston and NAB District 1 director, outlined the background of the NAB Code Committee's work. The Maine association favors the adoption of the code for the industry but feels that much revision is necessary before a final set of standards is set up for the entire industry.

The association formed plans for emergency pool broadcasts utilizing facilities of all stations for simultaneous broadcasts. The plan went into effect soon after the meeting when the fires that swept New England necessitated six-statewide pool broadcasts carrying the voices of the Governor and the State Forest Commisioner throughout the state.

* * *

Going, Going, Gone!

DURING new show, *Going, Going, Gone,* sponsored by Leonard Derringer Inc., over WPEN Philadelphia, in which a used automobile is auctioned off to the highest bidder, Derringer's rival dealer down the street was showing a used car to an almost convinced buyer. The competitor tuned in the car's radio as an added selling point and by chance the dial was set to WPEN. As fate would have it, Roy LaPlante, Derringer's announcer was auctioning off the same make and model of car with the bid at the time $200 cheaper. The prospect stepped out of the car, walked down the street and bought the Derringer automobile. The show's sponsor learned of the occurrence when his ruffled competitor told how the chief selling point—a car radio—boomeranged on him.

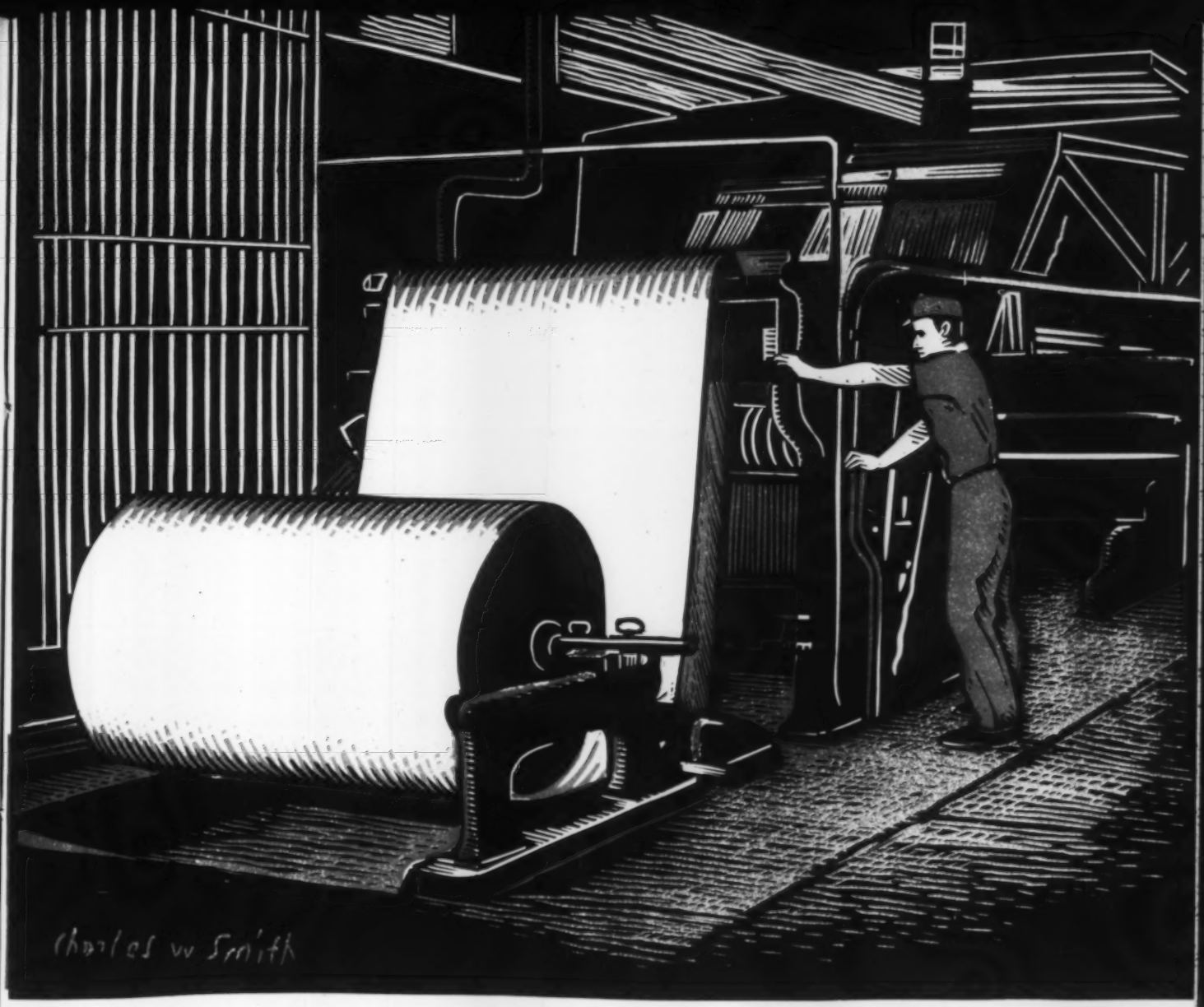
MAINE Broadcasters and guests include (standing l to r): Francis M. Simpson, WABI Bangor; Frank Hoy, WLAM Lewiston; Crieghton E. Gatchell, WGAN Portland; Lawrence Sloan, WJOR Bangor; Elden H. Chute Jr., WLAM; William H. Rines, WCSH Portland; Robert I. Payne, WFAU Augusta; John C. Libby, WCOU Lewiston; Faust Couture, Twin City Broadcasting Co.; Kenneth Hylar, RCA; Edward E. Guernsey, WLBZ Bangor; Fred M. Simpson, WABI. Seated: Gov. Horace Hildreth; Jack S. Atwood, WRDO Augusta, organization committee chairman; Harold E. Fellows, WEEI Boston and NAB District director; Augusta's Mayor C. E. Nelson; Murray Carpenter, WPOR Portland, organization committee; Carlton D. Brown, WTVL Waterville, organization committee; Harold Vigue, WTVL.

WJR SETS $650,000 SUM FOR AM, TV, FM

THE WJR Detroit board of directors has appropriated $650,000 for television, FM installations and station remodeling, according to Harry Wismer, assistant to WJR President G. A. Richards.

Breakdown of the appropriations calls for $300,000 for television equipment and installation; $250,000 for remodeling and expansion of complete WJR office suites and studios; $100,000 for FM equipment and installation.

Installation of FM equipment is now two-thirds complete. Remodeling of the AM station is expected to be completed by Dec. 10.



INTERIOR OF PAPER MAKING MILL IN VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES W. SMITH

JOHN SMITH STARTED IT...

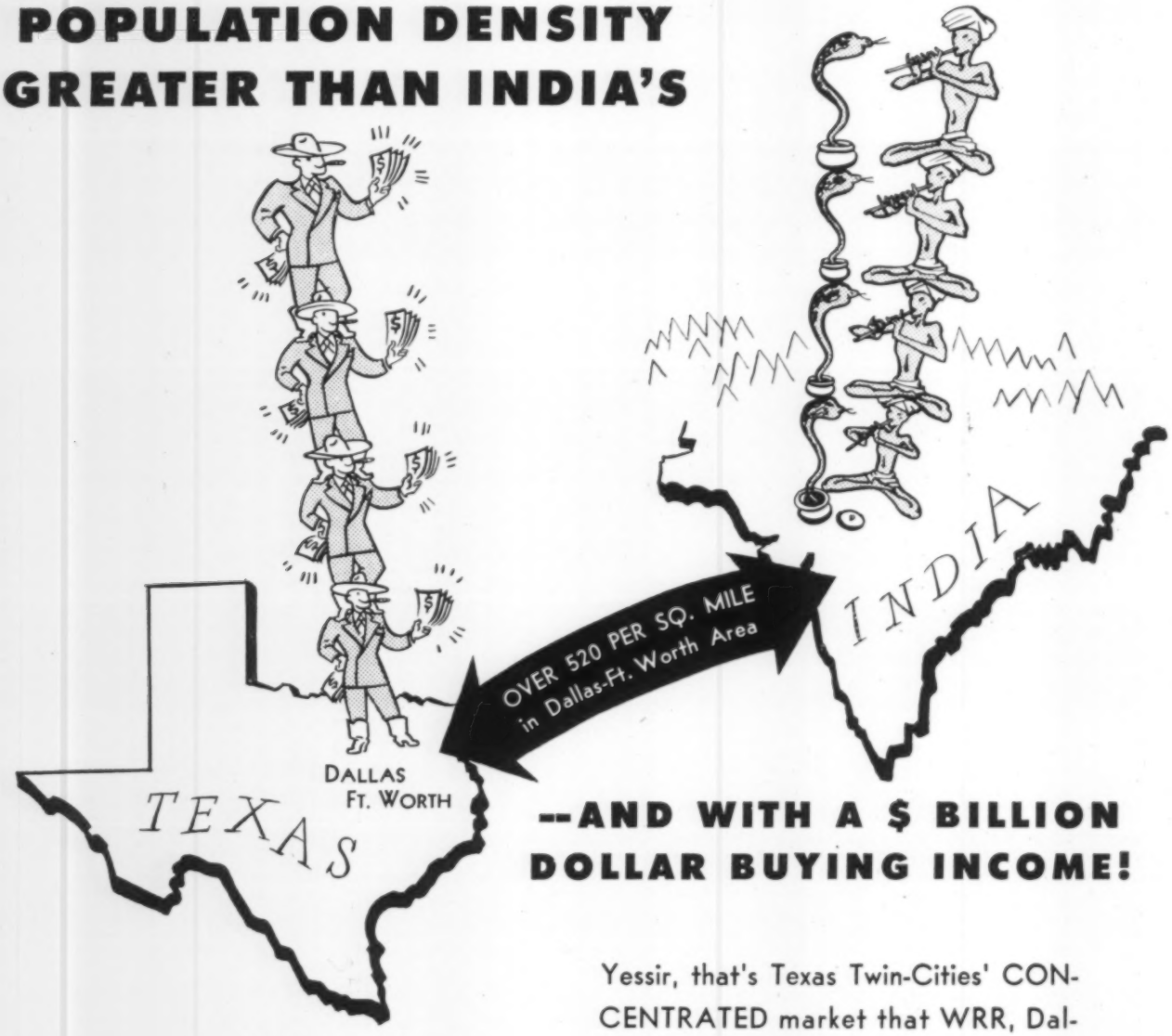
In 1608 from Jamestown, Virginia, Captain John Smith "himself carried about thirty (of the colonists) about five miles down the river (James) to learn to cut down trees." Today Virginia's bountiful forests, covering 58% of the State's total area, provide basic raw materials for the manufacture of fine papers for writing, blotting, and printing and Kraft paper for packaging. Thereby making a most important contribution to the progress and prosperity of Virginia's ever-increasing industrial empire.... an empire well served by Virginia's only 50,000 watt radio station.

50,000 WATTS NIGHT AND DAY . . . STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA

WRVA

REPRINTS OF THIS INDUSTRIAL SERIES ARE AVAILABLE ON REQUEST.

POPULATION DENSITY GREATER THAN INDIA'S



--AND WITH A $ BILLION DOLLAR BUYING INCOME!

Yessir, that's Texas Twin-Cities' CONCENTRATED market that WRR, Dallas, and KFJZ, Ft. Worth, cover so effectively with your radio dollar. Simultaneous or separate schedules for ONE price on ONE billing.

WRR - KFJZ AREA
(100 Mile Radii)

*Population . . .	1,898,300
*Buying Income .	$1,890,148,000.00
Bank Deposits .	$1,904,769,000.00
*Retail Sales . .	$1,239,913,000.00
*Wholesale Sales	$1,662,055,000.00
Auto Regis. . .	498,255
†Radio Families .	410,033

*Sales Management, 1947
†B.M.B. Area Survey, 1946

TEXAS' BEST RADIO BUY

WRR DALLAS — KFJZ FT. WORTH

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

3 CANADIAN STATIONS ASK BOOSTS TO 50 KW

THREE CANADIAN stations will apply for power increases to 50 kw at meeting of the Canadian Broadcasting Corp. board of governors at the Parliament Bldgs., Ottawa, Nov. 27-29. CFRB Toronto has applied for 50 kw on 1010 kc and CKLW Windsor-Detroit for 50 kw on 800 kc. CKAC Montreal is applying for temporary 10 kw and permanent 50 kw on 730 kc. CHML Hamilton is asking for daytime increase to 10 kw on 900 kc. CFAR Flin Flon is requesting increase from 250 w to 1 kw on 590 kc.

Applications also are to be heard for three new 1-kw stations and five 250-w stations in various parts of Canada. These are for 1 kw on 1470 kc at Shawinigan Falls, Que., 1 kw on 1250 kc at Mantane, Que.; 1 kw on 930 kc at Sydney, N. S.; 250 w on 1570 kc at Victoria, B. C.; 250 w on 1340 kc at St. Georges de Beauce, Que.; 250 w, no frequency stated, at Beauceville, Que.; 250 w on 1340 kc at Saskatoon; and 250 w, no frequency stated, at Summerside, P. E. I.

CFAB Windsor, N. S., is asking for a satellite station at Kentville, N. S. Pick-up licenses are being requested by CHSJ St. John, N. B.; CJKL Kirkland Lake, Ont.; CKGB Timmins, Ont.; CFCH North Bay, Ont.; CJFP Riviere du Loup, Que.; and CKWS Kingston, Ont.

FM applications are to be heard for CJIC Sault Ste. Marie, Ont.; CFPA Port Arthur, Ont.; CFRN Edmonton; CKUA Edmonton; CJOB Winnipeg; *Toronto Daily Star*, Toronto; Pollock Enterprises, Kitchener, Ont.; C. O. Tatham and Charles Perry, Woodstock, Ont.

NEW LOW-PRICED AM table radio receiver has been added to General Electric line. Known as Model 112, receiver is five-tube AD-DC superheterodyne with built-in antenna loop and permanent magnet loudspeaker. List price is $24.95.

AID FOR FRIENDSHIP TRAIN

Stations Across Country Go All-Out in Promoting And Covering Food-for-Europe Project

RADIO STATIONS from coast to coast assisted in making the Friendship Train food-for-Europe project a huge success. In addition to promotional efforts for the project, which netted upwards of 200 freight cars of food, stations gave complete news coverage as the various Friendship Train sections moved from West Coast eastward to New York.

Following are examples of what individual stations did:

All five outlets of the McClatchy Broadcasting Co. in California and Nevada aired special half-hour programs as the train headed eastward. In Sacramento KFBK fed its broadcast over a coast-to-coast ABC network Nov. 9. Shortwave equipment was installed in a radio-press car aboard the nine-car train and for 15 minutes before train's arrival in Bakersfield, Fresno, Stockton and Reno KERN KMJ KWG and KOH presented descriptions of the train. Then, for another 15 minutes each of the stations described its area's contributions of food after the train's arrival.

In the Southwest KTHT Houston reported that it turned over "19 hours of daily operation to cooperate with the Houston Lions Club from now (Armistice Day) until next Monday when the Houston Friendship Train leaves for New York." The station management said KTHT arranged to have cans of food left at its new Radio Theatre and also at a huge bin in downtown Houston.

KFAB Omaha organized a food-saving contest under the direction of its special events interviewer, Ruth Daly Neuhaus, who boarded the Friendship Train at Fremont, Neb., and while en route from Fremont to Omaha transcribed a 15-minute interview featuring Drew Pearson, originator of the Friendship Train idea, Mayor Charles Leeman of Omaha and other notables.

KMA Shenandoah, Iowa, one of the stations which was instrumental in promoting the train's success at all of its Iowa stopover points, dispatched its farm service director, Merrill Langfitt, and its program manager, Glenn Harris, to formally present to Drew Pearson the $900 contributions sent in by KMA listeners. Presentation was aired by KMA.

In eastern Iowa WMT Cedar Rapids reported that its "price-of-one-meal" campaign had brought from its listeners cash gifts in excess of $30,000. The money was spent on oatmeal from the mills of Quaker Oats and the National Oats Co. in Cedar Rapids which processed and packaged the cereal. When the Friendship Train reached Cedar Rapids on Nov. 13, the WMT management reported, seven carloads of oatmeal were waiting on a siding to join it. WMT said its one-week drive for funds involved the airing of more than 300 station-break appeals.

At Fort Wayne, Ind., where residents donated cans of milk which were put abroad the train when it stopped there Nov. 15, WGL aired a half-hour dramatic program as a tribute to the contributors. Titled *One Great Heart*, the program told the story of the late Jane Addams of Chicago's Hull House and her efforts to bring about world peace. WGL staffers and members of the Fort Wayne Civic Theatre made up the cast.

In Pittsburgh WWSW made a 15-minute recording of the Friendship Train ceremonies Nov. 15 at the Pennsylvania Railroad's East Liberty yards. The transcription, shortwaved via WRUL Boston to France and Italy, featured addresses by Pittsburgh's mayor, David L. Lawrence, and Drew Pearson.

AMERICAN HERITAGE Foundation's Chicago Radio Committee representatives discuss with sponsor and agency men a plan to stress Americanism theme among young Americans through use of radio heroes. L to r: Henry Selinger, script writer of *Terry and the Pirates;* Philip M. White, account executive, Needham, Louis and Brorby Inc.; James Jewell, writer-producer of *Jack Armstrong;* Richard Compton, advertising manager, Quaker Puffed Grains division of Quaker Oats Co., and Louis Tilden, vice president of Sherman & Marquette Inc. Meeting was held Nov. 7 in Chicago. E. R. Borroff, ABC Central Division vice president, heads Chicago Radio Committee.

KXEL-FM Starts

KXEL-FM Waterloo, Iowa, took the air Nov. 16 and is operating on a daily schedule of 11:30 a.m.-10:45 p.m. on 105.7 mc (Channel 289), Joe DuMond, president of Josh Higgins Broadcasting Co., licensee of KXEL-FM and KXEL, announces. The interim operation is on 18 kw, but KXEL-FM has been granted a construction permit for radiation of 540 kw, Mr. DuMond reports. Studios and the interim transmitter are located in Waterloo.

BREAKING GROUND for transmitter building of International Ladies' Garment Workers Union's new FM station, KVUN, on Mt. Wilson, near Los Angeles, is David Dubinsky, union's president. Mr. Dubinsky said station will represent an investment of $100,000. Watching the union leader as he wields the shovel is Morris Novik, radio consultant for the ILGWU.

New Texas Station Set For Early December Debut

KCTI Gonzales, Tex., new 250-w fulltime station on 1450 kc, expects to take the air early in December, according to Lawrence M. Walshak and Frank Wilson, Jr., partners in Gonzales Broadcasting Co., owners and operators. Mr. Walshak will be station manager and Mr. Wilson chief engineer.

Other personnel are Rosemary Hermann, program director; Don Marshall, Jimmie Traber, Tommy Wilson, and Nixon Shuler, announcers; and Frank Sembera, engineer.

Studios and offices are located in remodeled basement of Rather-Randle Bldg. Transmitter building and antenna are 1½ miles east of Gonzales on Highway 200.

Station uses AP news service and Capitol Transcription Service. Equipment was supplied by RCA.

KRUS Ruston, La., Goes On Air as MBS Affiliate

KRUS, new 250-w fulltime Mutual affiliate on 1490 kc at Ruston, La., used small aerial bombs to herald its official launching Nov. 8. Programs featuring county seat towns in the area highlighted KRUS' schedule for the next two days.

The licensee, Ruston Broadcasting Co., is owned by Clarence E. Faulk Jr., who is also owner and publisher of the *Ruston Daily Leader*. Joel M. Hirsch is station manager, Allen Hundley program director and Henry Shean chief engineer.

KRUS is housed in the Radio Bldg. in Ruston. The studio facilities include 14 rooms, all of them using a different color combination, Mr. Faulk reports.

NATIONAL TUBERCULOSIS Assn. has produced three radio transcriptions for use by its 3000 affiliated state and local organizations during 41st annual Christmas Seal Sale, Nov. 24 to Christmas. Organizations will place approximately 1,800 of the discs with local stations.

You can't cover California's **Bonanza Beeline** without on-the-spot radio

The spare-less motorist pictured above suffers from inadequate coverage. And so do advertisers who try to cover the Bonanza Beeline—California's rich central valleys plus nearby Reno—with outside radio. Because the Beeline is surrounded by mountains that interfere with outside radio signals.

How good *is* this mountain-ringed market? Beeline people annually spend more on retail purchases than *all San Franciscans and all Seattleites combined.*

So remember that the only effective way to radio-sell prosperous Beeliners is with on-the-spot radio. Use the five BEELINE stations. Each is located right in a major Beeline city . . . each is the oldest in its area. KMJ Fresno, for example, was established in 1922. And BMB reports the KMJ home-county audience as 90% daytime, 97% at night.

Mc CLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Rating 'Hysteria' Assailed by Weir

Austrian Also Tells 4-A Meet Of His Outlook in Television

RESEARCH hysteria in radio as well as in other media has led to the growth of a "Frankenstein monster" which threatens to destroy the industry which created it, according to Walter Weir, president of Walter Weir Inc., New York, who spoke last week at the Eastern Annual Meeting of the American Assn. of Advertising Agencies, at the Waldorf-Astoria Hotel, New York.

Program ratings, through the "slavish obeisance" of broadcasters and advertisers, have become ends rather than means to ends in the industry, Mr. Weir declared. As a cure he proposed a return to "creative copywriting" planned to result in sales rather than merely impressive audience statistics.

In the radio production session—which alone of the day's seminars was closed to non-4-A members and the press—the prediction that "... by the end of 1948, in the first 50 cities by sales rank in the U. S., there will be not a single television channel available" if the present rate of video expansion continues, was made by Ralph B. Austrian, vice president in charge of television of Foote, Cone & Belding. Mr. Austrian's remarks were read by Roger Pryor, a video executive of the agency.

Video Boom Results

Mr. Austrian further predicted that the boom in television in the New York area will cause a corresponding drop in radio listening there by the end of 1948. This may be accompanied by lowered program ratings and possibly decreased radio time rates, he said.

He estimated that in the New York area alone there will be 400,000 video sets in use with a combined audience of 2,400,000 by the end of next year.

The importance of showmanship in television commercials was emphasized by William E. Forbes, manager of Young & Rubicam's television department, who was another 4-A speaker. "The straight commercial became passe in a hurry —for good reason," he declared. The position of the AAAA committee on radio and television policies that the adoption of a code or standards of practice by the NAB would be "in the interests of improving radio as an advertising medium" was restated by the committee's chairman, Louis N. Brockway, Young & Rubicam executive vice president.

Leonard T. Bush, Compton Advertising vice president, touched on the significance to agencies and advertisers of the AFM's announced ban on recording after Dec. 31. The radio production session was under the chairmanship of L. T. (Ted) Steele, Benton & Bowles vice president and radio director.

ORCHIDS to Lenore Sanders, time-buyer of National Export Advertising Service, New York, from Frank V. Webb, general manager of KULA Honolulu, to celebrate first Jimmy Fidler program on that station. Program is sponsored on KULA by Carter Products for Arrid, with business placed by Miss Sanders. Admiring Miss Sanders and the lei of orchids, flown in from Honolulu, are Ed Bunker (l), account executive of Avery-Knodel Inc., representative of KULA, and Thomas Hughes, agency account executive on the Carter account.

Whitehall Cleared

A COMPLAINT charging Whitehall Pharmacal Inc., Jersey City, with misrepresentation in the sale of "Aspertane," a medicinal preparation, was dismissed without prejudice last week by the Federal Trade Commission. The order says that the corporation has discontinued business on the product.

NRDGA to Promote Contest Winners

Decision Will be Announced At Jan. 12 Convention

NATIONWIDE promotion will be given by National Retail Dry Goods Assn. to winners of awards in the NRDGA's second annual Retail Radio Program Contest. Entries for the contest will close Dec. 1, according to Howard P. Abrahams, NRDGA Sales Promotion Division manager.

Despite the fact that a large number of entries will face the judges, NRDGA plans to have the names of winners in time for the radio session at its annual convention Jan. 12-16 at the Hotel Pennsylvania, New York.

Three of the convention meetings will be of interest to broadcasters. They include a morning sales promotion session Jan. 14 with the theme, "Major Store Problems in 1948 and What Sales Promotion Can Do to Solve Them"; newspaper-radio sales promotion meeting that afternoon; major appliance and radio session on the morning of Jan. 15.

Submit Disc

Stores entering the contest are to send one transcription of a regularly scheduled broadcast program, with at least two copies of the script for the same day's program. Each should be classified according to audience it is primarily beamed to attract: Children, teen-agers, women, men, farm people, general family, and miscellaneous audiences. Basic objectives of programs should be listed.

Judges will give awards to programs which best achieve the store's particular objectives and reflect its individuality and personality in its own trading commuity.

Lee Hart, NAB Assistant Director of Broadcast Advertising, urged stations to aid retailers in evaluating effectiveness of programs in attaining objectives. Stations were advised that if the second annual contest is successful, it should automatically become a permanent event—" a million-dollar promotion for radio."

Airline Distance Table Seen as Engineers' Aid

PUBLICATION of an extensive table of airline distances between U. S. cities was completed last week. The table was put out by the Coast and Geodetic Survey, Dept. of Commerce.

Although it is primarily to meet requirements of air navigation, the data is said to be useful for persons interested in problems relating to radio engineering.

Titled "Airline Distances Between Cities in the U. S.," and referred to as U. S. Coast and Geodetic Survey Special Publication No. 238, the table can be bought for $1.75 from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

IN EASTERN NORTH CAROLINA YOUR SALES ALPHABET STARTS WITH ABC . . . AND PAYS OFF WITH

WRRF-WRRZ

5000 WATTS, 930 KC WASHINGTON, N. C.

1000 WATTS, 880 KC CLINTON, N. C.

To sell the 922,353 folks living in the rich 31-county area of Eastern North Carolina's fertile agricultural belt, you have to reach them with regional Tar Heel stations.

These counties are the primary daytime listening area of WRRF, Washington, N. C., and WRRZ, Clinton, N. C. There are 135,510 radio families in this "as good as gold" market and their favorite stations are WRRF and WRRZ. In addition to the listeners in the primary area, there is a large "bonus" audience in the secondary area.

WRRF, known as "Goldy" and WRRZ, nicknamed "Speedy", sell this prosperous market where last year's bright leaf tobacco crop alone sold for $245,459,006. They sell it with outstanding local radio features, ABC programming and thorough merchandising to back up your sales program in this wealthy region.

For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ. For further details write the Tar Heel Broadcasting System, or see your Forjoe & Co. representative.

TAR HEEL BROADCASTING SYSTEM, INC.

Washington, North Carolina

National Radio Representatives

FORJOE & CO.

New York • Chicago • Los Angeles

'Voice of America' Vigorously Endorsed at NARND Meeting

IN A BUSY final session, the members of the National Assn. of Radio News Directors passed resolutions supporting the "Voice of America" program, spoke out for "equal access to news sources" for radio news men, and re-elected all 1947 officers for another term. The association completed its second annual convention in Washington Nov. 15.

It was a busy week for the members of the Association, who visited President Truman and Sen. Robert Taft; and heard Sen. Bourke Hickenlooper of Iowa, who addressed them at the convention banquet. These special events were side-lines to the main purpose of the meeting, which was to swap ideas and information, and listen to expert radio news men participating in a series of roundtable discussions.

A strongly worded resolution supporting the basic right of radio to editorialize was withdrawn from the floor in the closing hours of the three-day NARND convention. [BROADCASTING, Nov. 17]. The expected opinion on the Mayflower decision was withheld by general consent, on the grounds that this ruling was a matter of concern to radio management only.

It was learned, however, that if the association were called upon to testify before the FCC on the Mayflower decision, its officers would support management in its battle for editorial rights.

The resolution that was withdrawn, although definite in its support of a change in FCC rulings, was equally insistent upon equal safeguards against the abuse of editorial privilege. Members felt that expressions of editorial opinion should be "clearly identified as such," that competent news personnel should handle broadcasts of this kind, and that editorializing should be limited to certain specific times.

Executive Secretary Ed Wallace of WGAR Cleveland took the floor late in the convention to discuss the recent charges by an AP managing editor in Detroit that radio was a "parasite" on regular news gathering agencies. Mr. Wallace said this was an "ill-considered statement." The membership felt that the charge should not be dignified by an answer, and no action was taken by the convention.

The "Voice of America" broadcasts were endorsed by NARND unanimously. A resolution urging more funds for the overseas broadcasts was passed with little more than routine discussion. The resolution follows:

"This association favors any congressional action that would increase dissemination of information abroad about America, its government, institutions and customs. We favor the appropriation of additional funds for the Voice of America or a similar program."

BOARD MEMBERS of the National Assn. of Radio News Directors assemble after the ballots were counted at the close of the association's second annual convention in Washington, D. C. They are (l to r) Bob Redeen, WOC Davenport, Iowa; Soren Munkhof, WOW Omaha; David Kessler, WHAM Rochester; John Murphy, WCKY Cincinnati; Bob Eastman, KOMA Oklahoma City; Sig Mickelson, WCCO Minneapolis; Ben Chatfield, WMAZ Macon; and NARND president and board member, John Hogan of WCSH Portland, Me.

Difficulties encountered by the newsmen in the use of wire recording equipment were brought to light in the business meeting, when a strong resolution was passed demanding "equal access to news sources for radio news men and their equipment." It was obvious from the discussion preceding the adoption of the resolution that radio newsmen had met severe obstacles in attempts to use their newest tool, the wire recorder. The famous Henry Wallace foot, placed over the MBS recording microphone, was cited as an outstanding example of the kind of discrimination radio newsmen suffered in the attempt to use wire recorders.

The following resolution was passed:

"Radio news reporters are entitled to equal access to news sources and shall be recognized as having the same privileges, legal and otherwise, as representatives of other news media. Radio equipment necessary to broadcasting shall be given equal consideration to equipment used in reporting by other news media, and in the public interest we condemn the action of any person in violation thereof."

Identification Asked

NARND also passed a resolution asking proper identification on the air for all persons reading news broadcasts. The resolution was aimed at the labeling of news announcers as "commentators," "analysts," "editors" or "correspondents" when the announcer had no part in the gathering of the news, or preparing it for broadcast.

Dave Banks, news director of WTJS Jackson, Tenn., took the floor during the final session to ask for a resolution criticizing the wire services for bias in news reporting, as being detrimental to radio's reputation for impartial reporting. Mr. Banks declared that many small stations were dependent upon wire services for news and that the bias was repeated many times over in news broadcasts by unsuspecting announcers. No action was taken on this suggestion.

Standards of radio news editing, written at the mid-year meeting of the NARND Board of Directors, were formally adopted, without change, by the membership. Sereno Gammell, WTHT Hartford, presented them to the convention. As adopted, the standards are these:

1. The basic function of radio news presentation is in the public interest and therefore, the news director's first responsibility is to the people.

2. The news director should be responsible (within the station organization) only to the station manager as previously recommended by NARND and by the NAB.

3. The news director should be consulted in all station programming pertaining to news and special events for the purpose of getting a good balance of news programs.

4. Only the news director should be granted authority by the manager to accept or reject news.

5. Adequate coverage of his own area is the primary obligation of every news director.

6. The minimum essential for every station—one trained newsman.

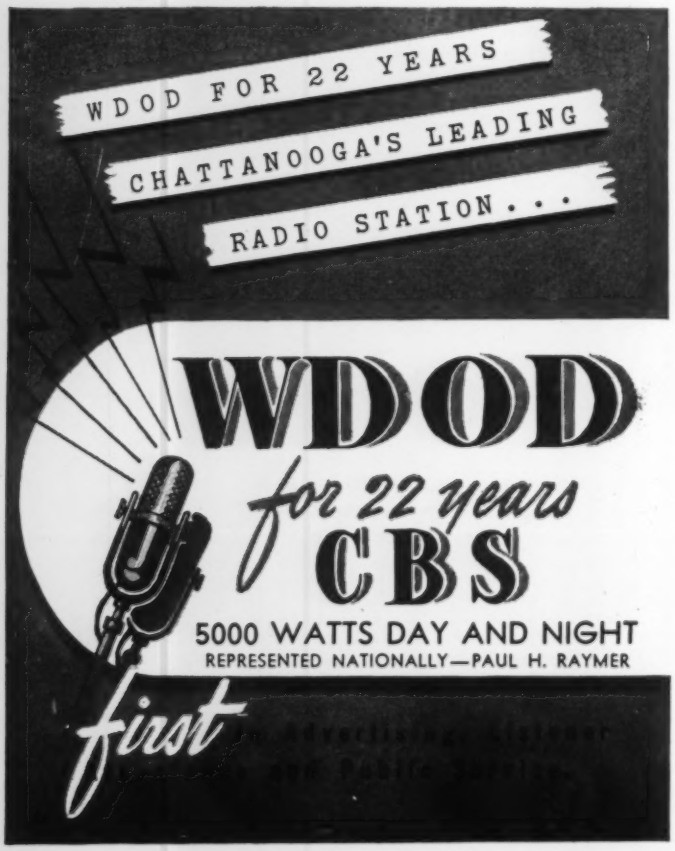
7. Commercials should be separated definitely from the news content and NARND recommends that a different voice be used.

8. Selection and presentation of news should be unbiased, accurate, factual, impartial and in good taste.

During their stay in Washington, the news directors called at the White House to see the President [BROADCASTING, Nov. 17], and had a 40-minute press conference with Senator Taft. Senator Hickenlooper, principal speaker at the convention banquet in Washington's Mayflower Hotel, told the radio newsmen of his recent trip to Europe for the subcommittee investigating the effectiveness of the "Voice of America" program. The Senator said, "I am convinced that our own best interests demand that we enlarge our program of information to the world . . . such enlargement must be within reason and must be confined to factual information about the United States, and about the implements and institutions of free government."

Two and a half days of the convention were devoted to panel discussions of various problems affecting radio news operations. The sessions opened with discussions

(*Continued on page 34*)



OUR 25 YEARS HAVE GIVEN US MAGIC!

If you want to see some real stunts in the way of advertising results, ask for a performance by WDAY.

What with 25 years of practice, we know what it takes. Big talk? Well, according to surveys, *WDAY is the 6 to 1 favorite in the Red River Valley*—and when any station gets listener preference like that, the advertising results become just automatic.

Let us prove it—or ask Free & Peters.

FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

'Voice' Endorsed

(*Continued from page 32*)

of the use of wire recorders in radio news coverage, and continued through a variety of topics including "Cultivation of Radio News Sources," "Newsroom Time Savers," "Libel and Other Legal Problems of Radio," "Weather News; Its Treatment and Intelligent Dissemination," and "Audience Absorption of News."

Last order of business on the convention agenda was the election of four board members, and the appointment by the board of the officers for the coming year. The five officials of NARND were returned to office by unanimous decision of the board. John Hoagan of WCSJ Portland, leader in the organization of the association, will serve through 1948 as president. Other officers are: Sig Mickelson, WCCO Minneapolis, first vice-president; Jack Shelley, WHO Des Moines, second vice-president; John Murphy, WCKY Cincinnati, treasurer, and Ed Wallace, WGAR Cleveland, executive - secretary. Continuing board members are: Bob Mahoney, KWH Shreveport; Jack Kreuger, WTMJ Milwaukee; Soren Munkhof, WOW Omaha, and Tom Eaton, WTIC Hartford.

The new board of directors met after the convention, and made plans for an extensive membership drive. The board also set up a News Operations Committee, to aid members in solving the problems of radio news operations, especially in smaller stations where there is a one- or two-man news department.

A report of the Awards Committee of the association urging that awards be given for the best spot radio coverage of news events was approved, and the board was asked to give the matter further study. Meanwhile, the association voted to give a series of continuing awards for excellence in news coverage, throughout the year, whenever a particular broadcast merits special notice.

No site was selected for the 1948 convention, but strong feeling for western location was expressed. Denver was mentioned as a likely possibility.

The following persons attended the Washington sessions:

Gene Abrams, WLOW Norfolk; Robert Badger, WEDO McKeesport, Pa.; John Baker, WLS Chicago; Dave Banks, WTJS Jackson, Tenn.; Bruce Parrington, KXOK St. Louis; Victor Best, WCSH Portland, Me.; Jim Bormann, WMT Cedar Rapids, Ia.; Don Brice, WKBN Youngstown; George Calison, WRNY Rochester, N. Y.; F. O. Carver Jr., WSJS Winston-Salem, N. C.; Ben Chatfield, WMAZ Macon, Ga.; John Clarey, WHAV Haverill, Mass.; Dale Clark, WAGA Atlanta, Ga.; Ron Cochran, WCOP Boston; Forrest Cooke, WHBF Rock Island, Ill.; John M. Cooper, INS, N. Y.; Charles R. Day, WGAR Cleveland; Lockwood Doty, WCON Atlanta; Jack Dunn, WDAY Fargo, N. D.; Bob Eastman, KOMA Oklahoma City; Joe Eaton, WLBZ Bangor, Me.; Tom Eaton, WTIC Hartford; Howard Eskridge, WSM Nashville, Tenn.; Dick Faler, WTAD Quincy, Ill.; Wendell E. Fogg, WCFM Washington, D. C.; Sereno Gammell, WTHT Hartford; Bob Geerdes, WMBI-WDIM Chicago.

Dave Gesler, WCHA Chambersburg, Pa.; Leon Goldstein, WMCA, NYC; Gordon Graham, WIBC Indianapolis; Michael Griffin, WTAQ Green Bay, Wis.; Ted Haas, KOIL Omaha, Neb.; William Hardy, WFMD Frederick, Md.; Charles Harrison, WHBF Rock Island, Ill.; Jesse Helm, WCBT Roanoke Rapids, N. C.; Chuck Hilton, KGLO Mason City, Ia.; Fred Moore Hinshaw, WLBC Muncie, Ind.; John Hogan, WCSH Portland, Me.; Phil Kerby, KGHF Pueblo, Colo.; David E. Kessler, WHAM Rochester, N. Y.; Ed Kirk, WPTF Raleigh, N. C.; Gene Klavan, WCBM Baltimore; Ralph Knox, WHEC Rochester, N. Y.; Jack Kreuger, WTMJ Milwaukee; Mort Linder, WSBT South Bend, Ind.; Robert Mackall, WFMJ Youngstown, O.; Bob Mahoney, KWH Shreveport, La.; Thomas Maomahan, WWJ Detroit; Jerry Mares, WCBM-WBVM Baltimore; Allen Martin, Daily News, N. Y.; Edward Maxwell, WHIL, New Bern, N. C.

Emiliegh Maxwell, WTAR Norfolk; Charles McCuen, KRNT Des Moines; Sig Mickelson, WCCO Minneapolis, Minn.; Nick Mitchell, WFBC Greenville, S. C.; Herb Morrison, KQV Pittsburgh, Pa.; Soren H. Munkhof, WOW Omaha; John Murphy, WCKY Cincinnati; Bud Neble, KFAB Omaha; Phil Newsome, UP Radio, New York; George O'Conner, WJNR Binghamton, N. Y.; Paul O'Neill, WLCS Baton Rouge, La.; Tim O'Sullivan, WGL Ft. Wayne, Ind.; Charles Parker, WRAL Raleigh, N. C.; Walter Paschall, WSB Atlanta; George Passage, WRVA Richmond; Sidney G. Pietzsch, WFAA Dallas, Tex.; Bob Redeen, WOC Davenport, Ia.; Charles Roeder, WCBM Baltimore, Md.; Greenville Seibels, WJS Columbia, S. C.; Jack Shelley, WHO Des Moines; Paul Shinkman, WBBC Bethesda-Chevy Chase, Md.; Wendell H. Siler, WDBJ Roanoke; Beckley Smith, WJAS Pittsburgh; Carleton J. Smyth, Kent State U., Kent, O.; Jack Swenson, WDAY Fargo, N. D.; Bob Truere, WCSC Charleston, S. C.; Russ Van Dyke, KRNT Des Moines; Paul Wagner, WOSU Columbus, O.; Dick White, Yankee Network WEAN Providence, R. I.; Margaret Wilson, WNHC New Haven, Conn.; Paul Zeimer, WKBH LaCrosse, Wis.

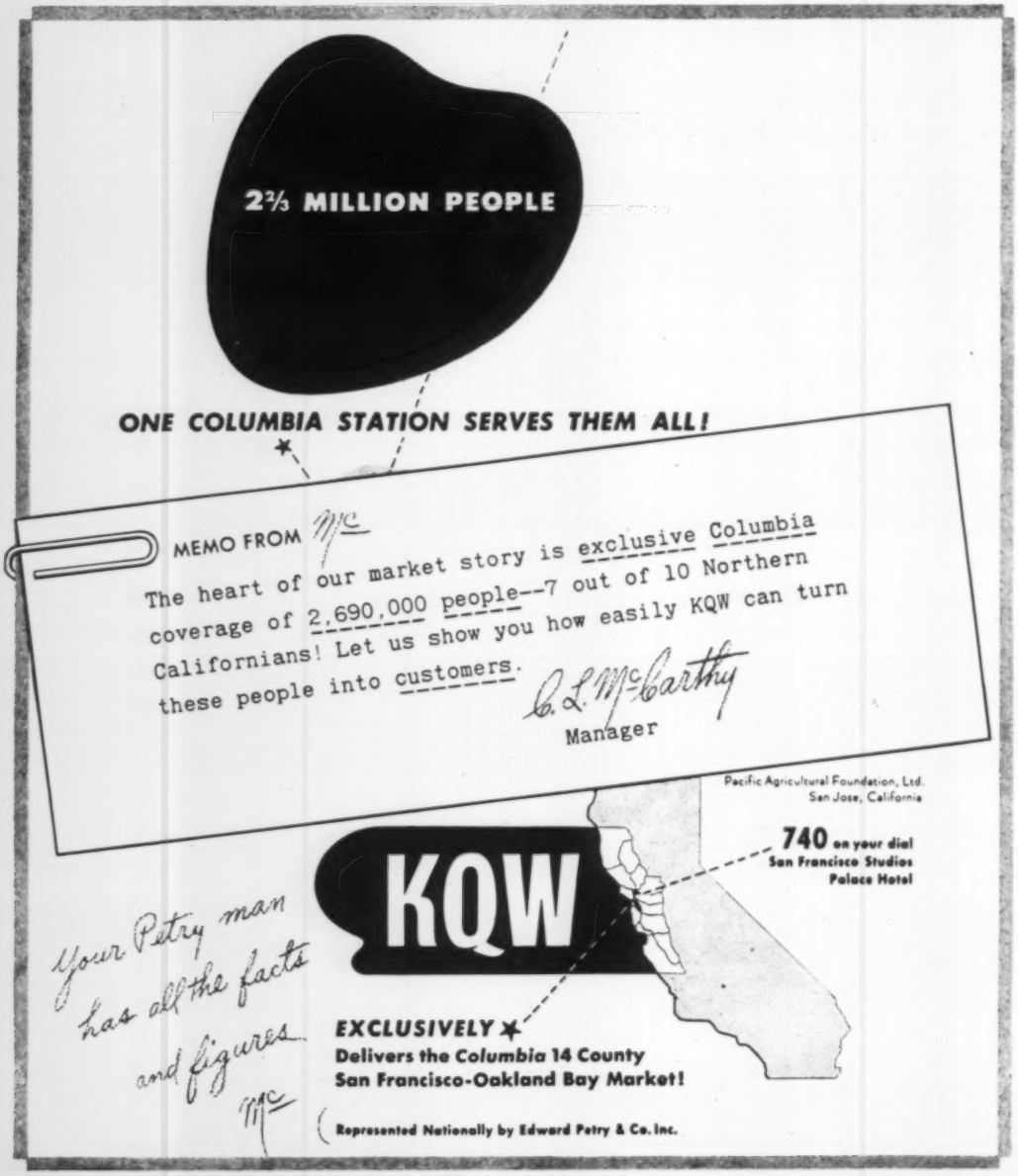
TV Nets Are Fluid

INDICATING that the present video network alliances are still fluid and not permanently set as yet, WMAR Baltimore last Monday telecast the full evening schedule of the DuMont Television Network, including programs originating at both DuMont stations, WABD New York and WTTG Washington. WMAR for the past few weeks has carried a number of CBS video shows, largely during the weekends.

Difficulty of Measuring Limited Groups Stressed

"IF the telephone sample falls down in any particular, it is in the measurement of 'class' or foreign language program audiences," C. E. Hooper advised the San Francisco Radio Executive Club Nov. 11.

But he explained that "such programs are broadcast for limited groups and should not be measured by any universal yardstick." As result of inability to reach small cities, towns and farms speedily or cheaply, he explained that current audience size facts are confined to 82 largest cities by populations. Conceding the need for some measurement of audiences beyond the reach of telephone, he said mail contact has been effectively managed with that segment. Finally, he stressed importance of using available data only in measurement of what it attempts to survey.


2⅓ MILLION PEOPLE
ONE COLUMBIA STATION SERVES THEM ALL!
MEMO FROM M/C
The heart of our market story is exclusive Columbia coverage of 2,690,000 people--7 out of 10 Northern Californians! Let us show you how easily KQW can turn these people into customers.
C. L. McCarthy
Manager
Pacific Agricultural Foundation, Ltd.
San Jose, California
740 on your dial
San Francisco Studios
Palace Hotel
KQW
Your Petry man has all the facts and figures... M/C
EXCLUSIVELY
Delivers the Columbia 14 County San Francisco-Oakland Bay Market!
Represented Nationally by Edward Petry & Co. Inc.

With ALLIED MILLS, Inc. It's

"LET'S GO VISITING"...

AND SELLING

with SPOT RADIO

Med Maxwell's famous Spot Radio Program "Let's Go Visiting" voted most popular among farmers in 32-state survey

● When Med Maxwell goes on the air, you can be sure farm folks are listening. This ace farm reporter has informed and entertained them for more than five years on "Let's Go Visiting," the Allied Mills, Inc. Spot Radio Program. *And they love it.*

You can be sure that Allied salesmen love it, too. They've seen how effectively carefully planned Spot Radio sells Wayne Feeds in 32 agricultural states. They've seen how effectively it influences dealers, as well, throughout this hard-to-reach territory. Like hundreds of other regional advertisers, Allied Mills, Inc. discovered the value of matching media to markets the Spot Radio way. *And they've proved it in profits.*

Why not find out how much the powerful flexibility of Spot Radio could add to your advertising plans? Ask your John Blair man.

Advertising of Allied Mills, Inc., is handled by Western Advertising Agency, Chicago

SPOT RADIO SELLS THE MILLIONS THAT BUY

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

KSO
DES MOINES
The Best Buy in Central Iowa
CBS
BUSINESS
is where you find it
...and KSO
has found it for
plenty of smart
advertisers in the
rich Central Iowa
Market -- Hub of
the world's greatest
agricultural area
Care to join us?
KSO
5000 WATTS - BASIC CBS
MURPHY BROADCASTING COMPANY
Kingsley H. Murphy, PRESIDENT
George J. Higgins, GENERAL MANAGER
Headley-Reed Co.
NATIONAL REPRESENTATIVES

Y & R PUBLICITY IN HIGH GEAR

Attention-Getting Gadgets Point Up Agency's Promotion of Programs

Miss Mebane and Mr. Rauch display their wares.

* * *

SHOWMANSHIP doesn't end with the show at Young & Rubicam, New York. As a matter of fact, in the case of its hard-hitting promotion and publicity department that's really where it begins.

Talk of the promotional industry in New York is the canny follow-through of the Y & R publicity and promotion bureau headed by Harry Rauch with the support of Randy Mebane, director of program promotion.

Lining the decks and living quarters of radio editors and network station men throughout the country are gadget gifts ingeniously chosen to arouse and hold the attention of these persons to the agency's programs.

When the *My Friend Irma* show took to the air for Swan Soap, Y & R appropriately drew notice to it with a soft, over-size bath-towel cradling a bar of the sponsor's soap.

Archie returned to *Duffy's Tavern* on NBC for Bristol-Myers and the proper folks were made aware of the fact with the receipt of a man-sized beer schooner that went perfectly with the free-lunch-and-sawdust dialogue at the Tavern.

International Silver, sponsors of *Ozzie and Harriet* on CBS, contributed a set of six silver demitasse spoons.

For lost editors the Gulf Oil people sent a road map case to evoke attention to its *We the People Show* on CBS.

General Electric Co.'s souvenir for its *GE House Party* on CBS was a miniature ball-point pen.

Lipton's Tea responded with a whistling tea kettle to remind folks of its product and its *Arthur Godfrey's Talent Scouts* program on CBS.

The Jello people heralded the *Baby Snooks Show* with an aluminum mixing bowl.

Forgetting no one—not even the gin-rummy advocates—the Y & R promotion department closed out its list with a set of playing cards on behalf of *The Aldrich Family*.

Upcoming gifts will feature eight-inch shears which the agency describes for that "cut-up" Danny Thomas, promoting the premier of the show for Sanka Coffee in January.

CBS Shuffle

A TIME SWAP involving the Old Gold and Borden shows was announced in New York last week by CBS. The Frank Morgan-Don Ameche *Old Gold* Show, currently heard Wednesdays 9-9:30 p.m., will move to Fridays 9-9:30 p.m. after Jan. 1, replacing the Mark Warnow *Borden Show*, which in turn will move into the Wednesday slot. Shuffle is part of the CBS plan to build a solid Friday night comedy lineup.

PHILIP MORRIS TO ADD THIRD NETWORK SHOW

PHILIP MORRIS Co., New York, effective Dec. 14 will add a third network program to its radio campaign. It will take over the 10:30-11 p.m. Sunday night spot on NBC Adam Hats which is dropping sponsorship of *The Big Break* [BROADCASTING, Nov. 10]. The cigarette firm will sponsor the Horace Heidt program in that period.

The company, in addition, is scheduled to renew the Milton Berle program, Tuesday, 8-8:30 p.m. on NBC [BROADCASTING, Nov. 17]. Originally the Horace Heidt show was bought by the Philip Morris agency, Biow Co., New York, as a replacement for the Berle show.

Sponsor will also retain its Friday 10:30-11 p.m. period on CBS. Although the show currently in that time is *It Pays to Be Ignorant*, it is scheduled to be replaced by the Dinah Shore-Harry James show in January.

Biow Co. is the agency for both Philip Morris and Adam Hats accounts.

Co-ops More Popular

NATIONAL advertisers have increased their interest in cooperative programs, according to a survey made by ABC among its co-op program sponsors. The comparison indicated a 40% total increase in the number of sponsors in November 1947 as compared with November 1946, with the largest gains made by financial and insurance firms. Their sponsorship increased 93%, followed by auto dealers and auto accessory stores with a 91% increase, and furniture stores and bakers with a 90% increase.

Henry Saxe

HENRY SAXE, 52, veteran radio, dramatic, and vaudeville actor, died in Chicago Nov. 6. He was best known for his role as Daddy Warbucks in *Orphan Annie*, which he played for six years. He was a native of Montreal. Surviving are his wife, Mrs. Germaine La Pierre Saxe, his mother, five sisters, and three brothers, one of whom, Alfred Saxe (Alan Wray) is a producer-announcer with CBS in New York.

WMPS
MEMPHIS
68
On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

The Season for Thanks

TO LISTENERS (daytime and nighttime).. Thanks for telling Mr. Hooper that you listen so regularly to Westinghouse stations.. **TO ADVERTISERS** (local, spot, and network).. Thanks for filling our broadcast hours with so many likeable, listenable programs.. **TO AGENCIES** (large, small and in-between).. Thanks for putting Westinghouse stations at the top of so many schedules.. **TO OUR REPRESENTATIVES** (national)*.. Thanks for your alertness in providing advertisers with up-to-the-minute information on availabilities, costs and talent.. And many thanks to all the people in all our stations who've made these results possible!

WESTINGHOUSE RADIO STATIONS INC

WBZ · WBZA · WOWO · KEX · KYW · KDKA

*NBC Spot Sales—Except for KEX · For KEX, Free & Peters

Crosby Again Dominates Cleveland Poll; Bob Hope Second on 'All-America Team'

IT'S CROSBY AGAIN in the annual radio poll conducted by the *Cleveland Plain Dealer*. "Der Bingle" dominated the field in the nation's oldest readers' poll for the second successive year, edging out his friendly rival Bob Hope for top spot on the All-America Radio Eleven for 1947-48.

Bing's waxed series rated second in the first 10 program choices, first among variety shows, and he was rated radio's best male pop vocalist. Votes rolled in from 80 cities and towns in Ohio, besides Cleveland, plus a few from Pennsylvania, Indiana, New York, and Florida.

Besides Crosby and Hope, members of the All-America team, in order of votes received, follow:

Don McNeill (ABC), Red Skelton (NBC), Fibber McGee (NBC), Kate Smith (Mutual), Henry Morgan (ABC), Fred Allen (NBC), Charlie McCarthy (NBC), Jack Benny (NBC), Al Jolson (NBC).

Other poll results, in voting order, follow:

PROGRAMS — Family Theater, Bing Crosby Show, McNeill Breakfast Club, First Piano Quartet, Fred Waring Show, New York Philharmonic, Twenty Questions, Fibber McGee-Molly, Bob Hope Show, Jack Benny.

NEWSCASTERS—Lowell Thomas, Walter Winchell, Fulton Lewis Jr., Drew Pearson, Gabriel Heatter, Cedric Foster, Wayne Johnson (WTAM Cleveland).

COMICS—Bob Hope, Red Skelton, Fred Allen, Jack Benny, Fibber McGee, Charlie McCarthy, Henry Morgan, Jimmy Durante.

VARIETY—Bing Crosby, Jack Benny, Fibber McGee, Charlie McCarthy, Fred Allen.

SERIAL DRAMA voting revealed only one series with a heavy audience rating—One Man's Family.

DRAMA—Family Theater, Radio Theater, Theater Guild, Greatest Story Ever Told, Cavalcade of America.

CLASSICAL SINGERS (male)—James Melton, Nelson Eddy, Lauritz Melchior, Christopher Lynch, Robert Merrill, Donald Dame.

CLASSICAL SINGERS (female)—Rise Stevens, Lily Pons, Eleanor Steber, Gladys Swarthout, Evelyn MacGregor.

POP SINGERS (male)—Bing Crosby, Perry Como, Dennis Day, Frank Sinatra.

POP SINGERS (female) Dinah Shore, Jo Stafford, Ginny Simms, Kate Smith.

COMEDIENNES—Joan Davis, Judy Canova, Fanny Brice, Molly of Fibber McGee and Molly, Eve Arden, Gracie Allen.

SYMPHONIC—New York Philharmonic, Detroit Symphony, Boston Symphony, NBC Symphony.

SEMICLASSICAL — Phil Spitalny All-Girl Ensemble, Fred Waring, Album of Familiar Music, Don Voorhees Concert, Howard Barlow Concert.

DANCE BANDS — Guy Lombardo, Sammy Kaye, Vaughn Monroe, Fred Waring, Wayne King, Tommy Dorsey, Tex Beneke.

QUIZ SHOWS—Information Please, Quiz Kids, Dr. I. Q., Twenty Questions, Take It or Leave It, Truth or Consequences.

EDUCATIONAL — America's Town Meeting, Cavalcade of America, University of Chicago Round Table, Ohio Story (WTAM Cleveland), Greatest Story Ever Told, Exploring the Unknown, CBS Is There.

CLEVELAND SHOWS — Ohio Story (WTAM), Here's Howie (WJMO), Fairy Tale Theater (WGAR), Big Broadcast (WHK), Jake and Lena (WJMO), Cleveland City Club (WGAR).

GOV. EARL WARREN (1) of California and Tony Koester, chief of the KFBK Sacramento bureau of news and special events, go over their notes for a network cut-in in which the governor announced he would be a candidate for the Republican nomination for President. Cut-in was made on ABC's *Headline Edition* Nov. 13.

Chicago's

W-I-N-D

is

T spot on the dial—560 k.c.

circulation buy—according to Hooperatings.

O in music, in news, in sports.

studio facilities—new in the Wrigley Building.

P in public service features.

in national spot billing.

S station choice—for maximum returns per dollar.

TELEVISION WORKSHOP EXPANDS OPERATIONS

EXPANSION plans for the Television Workshop were announced last week by Irwin Shane, executive director and founder, on the occasion of the organization's fourth anniversary. Negotiations are under way for additional quarters, to be fully equipped with cameras, control console, lights and sound equipment—everything a video station has except a transmitter, Mr. Shane said.

Ten new courses will be offered to video students when the new studio is completed, Mr. Shane reported. These will include camera work and maintenance, control board operation, studio trouble shooting, studio design, station operation and management, scenic design, special effects, advanced studio aspects of production, remote pickups, film laboratory. Workshop's present courses cover writing, production and direction of video programs.

No Comments

Mr. Shane also announced that the Workshop will shortly open branches in other cities, starting with Philadelphia, where an affiliate already has been organized, and including Chicago, Detroit, Cleveland, and St. Louis. Other cities, such as Hartford, which will not support a fulltime workshop, will be serviced by visiting instructors, he said.

Workshop's touring companies, presently covering a New York-Schenectady - Philadelphia circuit, will increase their routes to include Baltimore, Washington, Detroit, St. Louis and Cincinnati in the near future, Mr. Shane said, stating that his goal is 50 companies touring 50 cities within five years.

U. OF MIAMI Nov. 16 opened its new radio studio on the school campus. Dedicatory programs was aired over WQAM Miami Beach, Sunday at 4:30 p.m. School studio will cooperate with local stations in broadcasting public service and cultural programs from the university, according to school officials.

"THERE OUGHT TO BE A LAW!"

REMEMBER THE RECENT FIRE TRAGEDIES? Remember the demand that swept the nation for building codes, laws and law enforcement? An aroused press and citizenry asked for—but didn't get—an end to wholesale death by fire.

What happened in your community to guard your own life and welfare? It's time to take a serious look—in light of these shocking facts:

Of 16,220 municipalities in the nation, less than 2,000 have adopted a building code for the legal protection of the community against known fire hazards. Many of the 2,000 building codes in effect are fifteen to fifty years old—so obsolete as to be practically worthless.

Fire prevention must start with law and law enforcement. It isn't enough to cry "there ought to be a law," after bodies are taken from smoking ruins.

Action—concerted action must come through the collective will of every citizen. Action—before disaster strikes! Such action must have the unified support of state and local officials charged with fire safety.

Dangerous buildings must no longer be allowed to escape the regulation which is essential to the safety of human life.

The President of the United States has recognized the need for action now. He has declared all-out war against fire—a serious menace to our national life.

The fire insurance industry has perfected building codes for all communities. Responsibility for their adoption rests with local authorities and you, whose lives are at stake.

TAKE THIS ACTION NOW! Interested local authorities and citizens are invited to write for a copy of "The Report on Laws and Law Enforcement." Address: The President's Conference on Fire Prevention, Washington, D. C.

★ ★ ★

This statement is one of a series published by the member companies of The National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

"THE danger that is most threatening to America today is the terror of our lives, the danger of fire. In the entire field of fire prevention, there is no subject that needs attention more than that of statute and ordinance enforcement."

Harry Truman

Radio and Video Carry Truman Address; TV Coverage Pooled

THE GALLERIES of Congress were overflowing with microphones, television cameras and correspondents last Monday as radio concentrated on bringing the nation President Truman's address to the special session.

As with the World Series, television coverage was on a pooled basis, and indications were that it would continue that way for the time being on major events of national interest. Video stations carrying the President's speech were WNBW, WMAL-TV and WTTG Washington; WNBT, WCBS-TV and WABD New York; WFIL-TV and WPTZ Philadelphia and WRGB Schenectady.

In addition to the pooled pickup, WNBW, NBC's Washington outlet, originated for the NBC television network the telecast of Sen. Robert A. Taft's reply to the President's remarks on foreign aid and domestic problems. According to NBC, members of the senator's personal staff were impressed with the program and expressed interest in future television appearances for Senator Taft.

Previous Shows

Programs devoted to the special session were aired by all four major networks a day or two prior to the opening. CBS, in place of its regular program *As Others See Us*, Sunday at 12:30 p.m., carried a special foreign and domestic roundup which discussed the coming session from three viewpoints, the legislator's, the news analyst's, and the average man's. From London, New York, Berlin, Rome, Chicago and the West coast, people from various occupations explained what Congress could do for them. In addition, two congressmen — Sen. Bourke Hickenlooper (R-Iowa) and Rep. Thomas A. Jenkins (R-Ohio) —stated their opinions and, finally, there was an overall analysis by CBS Newsmen Joseph Harsch and Don Pryor and M.C. Gunnar Back.

Mutual called on news editors in seven affiliated stations around the country from 10-10:30 p.m. the night before Congress convened. Each of the participants explained what the people in his area expected of the special session.

Problems of Session

Two congressmen, A. S. (Mike) Monroney (D-Okla.) and George Bender (R-Ohio) gave their views and predictions on a special ABC program, *What Congress Faces*, at 10:30 p.m. Nov. 13. Problems relating to the session were discussed by NBC participants on the Saturday night show, *Our Foreign Policy*. NBC also revealed plans to expand regional coverage of Congress by transcribing news of special interest to its affiliates in particular areas.

Truman Rating

PRESIDENT TRUMAN'S Nov. 17 address opening the special session of Congress was heard by 9,097,000 adults, according to CBS estimate based on a special survey by C. E. Hooper Inc. The President's Hooperating for the 1:30-2 p.m. talk was 18.2, his share of the audience 88.1. His Hooperating for his "State of the Union" address last Jan. 6 from 1 to 1:15 p.m. was 20.4.

Ackerman, Fineshriber Given CBS Appointments

TWO MAJOR program department appointments were announced last week by CBS. Harry S. Ackerman, Young & Rubicam vice president in charge of radio program operations, joins CBS with the title of executive producer in New York, effective Jan. 1. William H. Fineshriber, formerly assistant CBS director of broadcasters, has been given the newly-created position of general manager of the network's program department.

Mr. Ackerman

Mr. Ackerman's new duties, the network said, will consist primarily of working with Hubbell Robinson Jr., CBS vice president in charge of programs, in planning and production of all CBS shows originating in New York.

Mr. Fineshriber will continue to work with Mr. Robinson and with Davidson Taylor, CBS vice president and director of public affairs, ". . . on entertainment and public affairs programs on the planning and entertainment level."

Mr. Ackerman joined Young & Rubicam in 1936 as an assistant director, was made production supervisor in 1942, and associate director of radio for the agency in 1945. Mr. Fineshriber came to CBS in 1931 as a publicity writer. He was manager of Carnegie Hall, New York, 1934-37, and later returned to the network and was named assistant director of CBS broadcasts in 1943.

CKOX Woodstock, Ont., officially goes on the air Dec. 6, at 4 p.m. New 250-w station on 1340 kc is equipped with RCA transmitter and Ajax towers. Studios and offices are at 380 Hunter St., and transmitter is one mile outside city. Station will be on the air daily 7 a.m.-11 p.m.

MAKING FRIENDS ON THE FARM, TOO

WSBT covers a true cross-section of America's industrial-agricultural population. With increased power, WSBT gives increased service to farmers as well as city folks. One example of this service is "Farm Report," the newest WSBT program. It is aimed directly at the rich farm market of Indiana and southern Michigan.

WSBT makes friends everywhere it goes. Today, with increased power and increased service, it is making them fast—in the city *and* on the farm.

960 KILOCYCLES
COLUMBIA NETWORK

WSBT
SOUTH BEND
5000 WATTS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

THE *Taylorville Story*

BY WGN OF CHICAGO

TAYLORVILLE, ILLINOIS is a real good town . . . its 10,500 people are justly proud of their 12 churches, 7 schools, hospital, parks and modern buildings . . . and Taylorville is the County Seat of Christian County, right in the middle of one of the richest agricultural regions in the entire nation . . . in 1946 Taylorville's retail sales were over 12 million dollars. It is located some 195 miles from Chicago, between Springfield and Decatur.

As might be expected Taylorville has an aggressive Association of Commerce . . . this Association, in conjunction with the University of Illinois, recently published a 1947 *Consumer's Buying Survey*. Every fourth house in the entire town was personally interviewed. They found out a lot of interesting things and one of the questions asked was: "Name your three favorite radio stations." Of all the stations mentioned, 4 were in Chicago, 3 in St. Louis and 1 in Nashville and, also as might be expected, WGN led the entire list by a very substantial margin.

Taylorville, Illinois typifies countless other rich farm towns in the middlewest. We *know* we are well received in the rural areas . . . we know because the Broadcast Measurement Bureau tells us we have *more* coverage exceeding 50% than any other Chicago station (example: Taylorville, 73% day and 78% night) and because surveys invariably bear this out. Whether your sales message is for the metropolitan or rural areas, it will do a better job on WGN.

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

Baltimore's
Listening
Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

INVEST
YOUR
AD
DOLLAR
WCK Y s-ly
L. B. Wilson
WCKY
50,000 WATTS
OF
SALES POWER
★ ★ ★

WJIM Lansing Gets Frequency Change

WKRC's 5-kw Fulltime Appeal Denied by Commissioners

FCC HANDED down a final decision last week granting WJIM Lansing's request for authority to move from 1240 kc with 250 w to 550 kc with 1 kw, and denying "without prejudice" the application of WKRC Cincinnati for 5 kw fulltime, rather than 5 kw day and 1 kw night, on the same channel.

An appeal to the courts by the Cincinnati station, owned by the *Cincinnati Times-Star*, was regarded as likely.

The denial of WKRC's request was "without prejudice to applicant's filing within 60 days an application for use of . . . 550 kc . . . which would afford protection in accordance with the Standards to all existing and proposed stations except that it may radiate 175 millivolts per meter equivalent for a .311 wavelength antenna in the horizontal plane in the direction of Lansing, Mich."

Had Proposed Grants

The final action was comparable to the proposed decision except that FCC at that time [BROADCASTING, May 5] proposed to grant WKRC's application on condition that its nighttime radiation toward Lansing not exceed the same values which are specified in the final decision.

Both WJIM and WKRC were among 11 applicants originally involved in the 550-kc case, and both received grants. But WKRC was unwilling to accept the conditions specified at that time and the Commission severed the two applications from the nine others and issued its proposed decision to grant WJIM's proposal and to grant WKRC's conditionally.

Dissenting from the final decision, Comr. Robert F. Jones agreed with the Cincinnati station that there was nothing in the record regarding the feasibility of WKRC operating with a radiation of less than 465 mv/m toward Lansing. He took the position that "further information is necessary to determine an efficient and equitable nighttime use of the frequency 550 kc by both WKRC and WJIM," and therefore argued that WKRC's request to reopen the record "to obtain this information" should have been granted.

Claims 'Insufficient' Record

"Until such information is obtained, I believe the Commission has an insufficient record upon which to make a final determination in this case," he declared.

WJIM's grant involves use of directional antenna fulltime. WKRC's application also proposed fulltime DA.

The final decision was adopted Oct. 29. Then-Chairman Charles R. Denny and Comr. Rosel H. Hyde did not participate.

INSIDE JOB is held down by Engineer Tony Vaccaro as work continues on FM outlet WFMI Portsmouth, N. H. Station is building a pylon tower from a base more than 1,124 feet above sea level on Saddleback Mountain. Chief Engineer Paul G. Lindsay is holding the bolts from the outside while Mr. Vaccaro tightens them. WFMI expects to go on the air by Christmas, on 107.3 mc, channel 297.

German Condenser Mike Data Now Is Available

CONDENSER microphone called "the first single transducer unidirectional microphone" is described in a report published by the Office of Technical Services, Dept. of Commerce, which makes available technical data on German industrial developments.

OTS Investigator Alpha M. Wiggins says the device, made by Georg Neumann & Co., in Germany, operates "on the gradient of the sound pressure" with the force on a diaphragm due to a sound pressure being proportional to frequency. The microphone is described in detail in the report (PB-79584, a German Universal Condenser Microphone, mimeographed 25 cents, 8 pages, drawings). Other reports made available by OTS include a recording document (PB-69125, Sound Recording Reproducing and Other Electro-Acoustic Targets, microfilm $1, photostat $2, 30 pages, drawings) and a third (PB-80572, Filter Design for Communication Systems, Microfilm $1, photostat $1, 5 pages). Orders should be addressed to OTS at Dept. of Commerce, Washington 25, D. C.

Grant for WFMD Set Aside by FCC

Case Will Be Heard With WPAT Request on Same Frequency

FCC last week set aside its seven-month-old grant for increased power for WFMD Frederick, Md., and designated the application for hearing with the application of WPAT Paterson, N. J., for nighttime operation on the same frequency.

The action was taken on petition of WPAT, which claimed that its own proposed operation on 930 kc with 5 kw fulltime (instead of 1 kw, daytime only) would be severely limited by WFMD's authorized increase from 500 w to 1 kw on 930 kc.

Issued Without Hearing

The grant to WFMD was issued April 10 without hearing. WPAT petitioned for reconsideration on April 30, and subsequently submitted engineering affidavits to support its contention that its proposed operation would suffer serious limitations from the WFMD operation. WFMD contended that WPAT's petition was "fatally defective" because it failed to submit engineering affidavits within the 20-day limit prescribed by FCC.

To this the Commission responded, in its opinion last week, that "such a claim is without foundation." FCC's rules, the opinion declared, do "not require such an affidavit to support a claim of interference to service proposed in a pending application." While theoretical measurements show relatively slight limitations would result between the two proposed operations, FCC asserted, the data submitted by WPAT on the basis of actual measurements charge substantially greater interference and justify a hearing before any decision is reached on either application. The hearing was set for Nov. 26.

Comr. Robert F. Jones dissented and Comrs. Rosel H. Hyde and E. M. Webster did not participate.

WGY Schenectady was saluted by National Safety Council for having the "most original farm safety week radio program" in the council's recent program contest. WGY won the award of honor for distinguished service to safety.

KNOW
The Most Listened-to Station in
AUSTIN
Morning, Afternoon and Night
AMERICAN BROADCASTING COMPANY
TEXAS STATE NETWORK
WEED & COMPANY, National Representatives

THINGS TO COME!

United Nations Council Under Glass!

Many architects believe that the world of tomorrow will be a world of glass buildings. And now as one further step toward this new world comes the proposed home of the United Nations Council to be located on the East River in New York City.

The U-N's central buildings literally will be houses of glass, about the most radically designed buildings in history. The structures probably will be the first to have walls that are practically transparent glass. No masonary will be visible, and an illusion will be created that the building is supported entirely by glass, although actually the frame will be the regular skyscraper construction of steel encased in concrete.

Toledo—The Heart of America's Glass Industry—will play an important role in creating this new home for world peace.

And WSPD is proud of the fact that during the past 26 years it has become such a well-established part of the daily lives of the people who live and work and buy in this great industrial center—Toledo, Ohio. It is the purpose of WSPD to merit increasingly the name, "The Voice of Toledo".

A QUARTER CENTURY • THE VOICE OF TOLEDO

WSPD TOLEDO, OHIO

5000 WATTS

NBC

A FORT INDUSTRY STATION

Just ask Katz

It will soon be 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

850 KC • 5000 WATTS • FULL TIME

"HAPPY HURDLERS" Robert E. Dunville (l), vice president and general manager of Crosley Broadcasting Corp., and James D. Shouse, Crosley president and Avco board member, exchange congratulations on their tenth anniversary with Crosley. Employes at Crosley Square, Cincinnati, gave the executives a surprise cocktail party Nov. 5. They also got together the background poster, showing the two taking the hurdles.

NEW NEGRO NETWORK PLANNED FOR CHICAGO

FIRST NEGRO-OWNED and operated network of radio stations in the United States is planned by stockholders of newly formed Afro-American Broadcasting System Inc., which announced intention to file for AM-FM stations serving South Chicago's 400,000 Negroes.

Articles of incorporation filed last week with the Illinois Secretary of State listed Dr. Clifford F. Kyle, Chicago minister, as president and chairman of the board. Other officers are Andrew R. Carter, chief engineer and vice president; Winona R. Stone, secretary, and J. W. Williams Sr., treasurer. Board members include Dr. Kyle, Mr. Carter, Louis E. Ferguson, Rev. A. Alfred Watts and Quentin Mease. Rev. Watts, and Messrs. Carter and Mease are war veterans.

Dr. Kyle said that following construction of KVON (Voice of the Negro) and KVON-FM, plans for a network of Negro stations in "at least five major Negro markets" would begin. Application to be filed with the FCC will list $68,000 in Class A stock, and $12,000 in Class B stock.

MAGNIFY YOUR RESULTS IN NEW ORLEANS...

At Lowest Net Cost "Per HOOPER"

HOOPER STATION LISTENING INDEX
TIME
STATION "A"
STATION "B"
STATION "C"
WNOE
STATION "D"
STATION "E"
WEEKDAY MORNING MON. THRU FRI. 8:00 A. M. - 12:00 NOON
21.7 8.7 4.3 25.2 8.3 31.1
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON - 6:00 P. M.
11.8 16.6 3.7 25.7 27.2 13.6
EVENING SUN. THRU SAT. 6:00 P. M. - 10:00 P. M.
17.5 21.9 16.9 19.0 24.0
SUNDAY AFTERNOON 12:00 NOON - 6:00 P. M.
17.8 32.9 2.7 18.5 13.8 13.8
SATURDAY DAYTIME 8:00 A. M. - 6:00 P. M.
11.0 28.0 3.4 29.7 14.0 12.7
★ TOTAL COINCIDENTAL CALLS THIS PERIOD 17,977

JAMES E. GORDON, Mgr.

WNOE THE JAMES A. NOE STATION

THE MUTUAL BROADCASTING SYSTEM 1450 ON YOUR DIAL

Now Represented by BURKE, KUIPERS AND MAHONEY, INC.

420 Lexington Ave., N.Y., Mohawk 4-9761

LOS ANGELES OKLA. CITY CHICAGO DALLAS ATLANTA SAN FRANCISCO

MANAGEMENT

ALVIN G. PACK, manager of KALL Salt Lake City, has been named to newly-created post of executive vice president of KALL and Intermountain Network. He will direct Intermountain Network operations, correlating activities of the 17-station network in Utah, Idaho, Wyoming and Montana. **ARCH L. MADSEN,** former vice president of IMN, has resigned to head his own business. He will be president and general manager of Industrial Sales and Engineering Co., regional distributors of industrial electrical equipment.

EUGENE P. WEIL, former general manager of WLAQ Rome, Ga., has been appointed general manager of WGWC Selma, Ala. Mr. Weil previously was with sales department of WSGN and WTNB Birmingham. He joined WLAQ as manager last June 9.

JOHN STEELE, former manager of KSWO Lawton, Okla., has been appointed manager of KWCO Chickasha, Okla. Mr. Steele has been in radio for 11 years. He formerly was news editor of WFAA Dallas and was connected with other stations in the Southwest.

JOHN FERGUSON has been appointed manager of CJIB Vernon, B. C.

OMAR F. ELDER Jr. has joined ABC as an attorney. Member of the New York Bar, Mr. Elder has been with O'Brien, Driscoll, Raftery & Lawler, New York law firm, for the past year.

STAN TAPLEY, former assistant manager of CKOV Kelowna, has joined CJCS Stratford.

BARRY BINGHAM, president of WHAS Louisville, and president-editor of Louisville Courier Journal, is among the 14 editors and publishers who left Washington Nov. 13 for month's tour of American and British zones of Germany and Austria, as guests of the Secretary of the Army and General Clay.

PAUL BLOCK Jr., co-publisher of the Pittsburgh Post Gazette, which owns WWSW Pittsburgh through a subsidiary, sailed recently on the Queen Mary for six months in Europe on news mission.

F. E. FITZSIMONDS, manager of KFYR Bismarck, N. D., has been named vice president of Bismarck Assn. of Commerce.

HARRY McTIGUE, general manager of WINN Louisville, has been elected president of Kentucky Broadcasting Corp., owner and operator of WINN.

GENE O'FALLON, general manager of KFEL Denver, has been awarded a certificate by Col. Jack Beam, commanding officer of Lowry Field, Denver, on behalf of the War Dept. Certificate was given to Mr. O'Fallon for " . . . patriotic service in a position of trust and responsibility."

JUSTIN MILLER, NAB president, will speak at Radio Executives Club of New York joint luncheon meeting with Advertising Club, Wednesday Dec. 3 at Hotel Roosevelt, New York. His subject will be "Advertising in the Public Interest."

WALTER C. EVANS, Westinghouse vice president and director of all of its radio operations, and Eula Lee Huddleston of Annapolis have announced their marriage.

E. F. MacDONALD, manager of CJCH Halifax, is making a trip to Montreal and Toronto interviewing agencies.

U. S. MARINE CORPS awarded special meritorious service plaque to WFIL Philadelphia last Tuesday (Nov. 18) for its aid in drive to recruit 30,000 for active duty and 100,000 for reserve duty. Presentation, was televised by WFIL-TV. Lt. Col. Edgar O. Price, director of the 4th Marine Reserve District, made presentation to Roger W. Clipp, general manager of The Philadelphia Inquirer Stations.

NAB Offers Amendment To Solve Election Problem

PROPOSED amendment to the NAB by-laws designed to solve an election problem in even-numbered districts was submitted to the membership last week for membership vote [BROADCASTING, Nov. 10]. The proposal would amend Section 2 A of Article IV to permit referendum voting for directors in even-numbered districts in 1948.

Source of the confusion was transfer of NAB conventions from autumn to spring, with switch of area and district meetings to autumn. Even-numbered districts elect directors in even years. The by-laws change will avoid the necessity of holding special meetings in the spring of 1948 merely to elect district directors. After 1948 all district directors will be elected at district meetings. Revised wording will specify that directors "take office" in even or odd years, rather than be "elected" in those years.

Going Places Fast in Idaho

KSEI POCATELLO • IDAHO

IT MAKES A DIFFERENCE WHERE YOU SIT!

WSM was founded 22 years ago on the recognition of a group of people—a minority group if you will—who could be reached only by radio. Cut off from so many things the urban family enjoys as a matter of course, these people came to depend on this station as their only contact with the outside world.

In programming for them, WSM has developed a schedule so perfectly balanced that it has made loyal friends of the 5 million folks in our listening area.

HARRY STONE, GENERAL MANAGER • EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

WSM
NASHVILLE

WANTED...

a national spo

Incredible as it may seem, there was one such advertiser eleven long years ago—and there has not been one since in the true sense of the word *national* —coast to coast and border to border. You remember the famous Chevrolet "Musical Moments" program. It was on more than 400 stations with three quarter-hour evening programs per week. Today there are regionals and other programs destined for eventual network consumption, but not one truly national spot program advertiser.

This situation is all the more remarkable when it is recognized that national spot is one of the greatest advertising mediums ever known. It offers advertisers outstanding advantages. For most of them it provides a means of reaching more people far more economically and effectively than any other radio medium. It makes possible intelligent direction and control to give the advertiser the most for his dollar.

Here is what a national spot program advertiser can do with this and no other medium:

... Select freely any number of stations—one or a thousand.

... Select freely the markets he wants where he has distribution or need—and only those markets.

... Select freely the best station in each market, for his purpose, regardless of size or network affiliation.

... Select freely the best time in each market, regardless of time zones.

... Double up in any market where pressure is needed, by using multiple stations, as multiple newspapers are now used.

... Hear programs *including* commercials before they go on the air—assuring standard excellence.

ot program advertiser

...Get extremely valuable free local merchandising support offered by many stations for spot program sponsors.

...Get the powerful advantage of local tie-up or cut-in announcements without extra cost.

...Get the freedom of a two weeks' cancellation clause instead of the usual thirteen.

...Control advertising for seasonal or climatic changes or for social or racial differences, or for any other intelligent sales purpose.

With such tremendous practical advantages, why haven't we scores of national spot accounts similar to Chevrolet? That is, accounts that use spot for its basic qualities and not just for a test on a trial campaign. We mean accounts that buy top-name Hooper rated programs on transcriptions, put them on radio stations and *keep* them there year after year.

Here is the greatest potential business in radio, not only for new stations but for others feeling the first pinch of competition. Network business is limited to those few advertisers having national distribution. Local business is limited. But there are literally thousands of advertisers, with regional or sectional distribution, who form the vast potential for national spot. From this great field will come the major radio station income of the future.

How can this reservoir of new business be opened? Present day methods obviously are inadequate. No single station or small selling group ever has or ever can accomplish much alone. The answer is simple—collective efforts and national organization! National Spot radio will be the greatest and most profitable business of radio!

Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK · BOSTON · DETROIT · ATLANTA · CHICAGO · LOS ANGELES · SAN FRANCISCO

Editorial

Too Much Too Soon

IT WAS a case of too much too soon in attempting to evolve a new radio code against a deadline. The NAB board discovered that when it found it expedient to vitiate that which had been done at the Atlantic City convention in September. The effective date of the proposed standards of practice now has been postponed from Feb. 1 to a date uncertain—presumably to be determined after the next convention in Los Angeles.

It is better that way. The heat, spleen and controversy aroused by the proposed standards are healthy. Broadcasters are thinking about their own responsibilities which many are loath to delegate to fit a national pattern. A new awareness of the cause of a free radio has been awakened.

This is not an attempt to whitewash that which occurred at Atlantic City. There wasn't time enough at that convention to analyze the proposed standards. There was the very real question of economic survival which confronted many independents.

Code controversy is nothing new to radio. On a lesser scale, it was the burning issue at the 1939 convention, also at Atlantic City. A code finally was evolved. It soon was outmoded. It lost its substance and its status when the FCC forced repudiation of the clause inveighing against sale of time for controversial issues in the now famous CIO-UAW case against WHKC Columbus four years ago.

That code would have lived had it been modified from time to time, consistent with radio's dynamic development. Any future code will perish the same way unless it is kept fluid through periodic review and revision.

Call it a code or a creed; make it affirmative instead of a series of "thou shalt nots"; liberalize or tighten the commercial provisions—those are all matters of approach and degree. But get something on the record that will prove to a do-gooder influenced public that radio, as a phalanx, is running its own affairs and isn't inviting Government intercession. Radio has no apologies to make for giving to its listeners the best service extant. The trouble is the public doesn't know it. So it means radio must get a platform, with planks that can be replaced when conditions dictate.

Radio's freedom has been chipped away because the public and Congress have not been conversant with its problems. Reformers, competitors, and even the subversives have gotten in their licks. For that reason a code, or a creed, is good public relations, which radio sorely needs. And agitation over a code is good internal relations, which radio also needs.

That minority which feels that a code is dead, or who want it that way, are only kidding themselves. If radio doesn't evolve standards, standards will be evolved for radio. That, in effect, is what the original White Bill would have done. For it would have made possible the legalizing of a Blue Book on program control. The Lemon Book, innocuous and inaccurate as it is, deals in radio dollars. When a regulatory agency (which also licenses) gets its heavy hand upon programs and dollars, it embraces all the substance there is in radio.

As it now stands, there's no deadline on a code. If it was a case of too much too soon at Atlantic City, broadcasters should bestir themselves lest it be too little too late.

U. S. — Ether Hog?

THE TIGHTLY CROWDED condition of the radio spectrum which prompted last week's FCC hearing on television channel No 1 serves to emphasize one fact which, though it was mentioned repeatedly, cannot be over-played. That is the point that Government itself is hogging the ether to the detriment of both broadcasting and the safety services.

Witnesses in the hearing phrased it more politely. There were varying estimates of the amount of spectrum space commandeered by the Government. Several engineering witnesses calculated that Government holds some 43% of the frequencies between 15 and 216,000 kc.

It seems incongruous, if not preposterous, that television, FM, and a host of vital non-broadcast services should have to scramble madly for the relative handful of frequencies involved in Television Channel 1, while Government gets first chance at a whopping large number of channels and refuses to let go, whether it's using them or not.

Government in this case is apart from FCC. The President, not the Commission, allocates channels to Government agencies, acting upon recommendation of the Interdepartment Radio Advisory Committee (IRAC). We hope that FCC, which is represented on IRAC, will explore this avenue of relief. Here lies an immediate answer to the "scarcity" argument. There are many channels which Government holds but is not using, or is not using to any great extent, which could be well used or at least shared by the growing and already cramped non-Government services.

There is no question of Government's right to recall frequencies in time of emergency, or of radio's willingness to cooperate with Government in such times. But there is no justification for Government's clinging to channels it doesn't need in the meantime.

Reverse Lend-Lease

WILLIAM B. DOLPH, Washington radio entrepreneur, executive vice president of WMT Cedar Rapids, and discoverer and manager of Fulton Lewis jr., has an idea.

It's a walloping good idea, which we commend to Congress and Washington officialdom now grappling with means of effectuating the Marshall Plan to feed and finance the desperate peoples of Europe.

In a nutshell, Mr. Dolph proposes: As one of the conditions in giving monetary aid to impoverished nations, let each of the 16 recipient countries agree to broadcast over their state-owned radio systems at least two 15-minute news broadcasts per day telling exactly where the grain, food and fuel are coming from. They would spread the gospel of America.

These news broadcasts would be in the native tongue and in all occupied areas, including the Soviet. They would be broadcast over longwave (equivalent to our standard band), the only means of reaching the masses on the continent by radio. Shortwave sets, capable of receiving the "Voice of America" are owned largely by Europe's handful of high-brass.

Mr. Dolph's plan will put the "Voice of America" in long pants over long waves, and take it out of the short pants coverage of the short waves. Instead of spending $50,000,000 a year for the shortwave "Voice," we could recapture substantial credits from time charges.

A further condition suggested is that each beneficiary nation be required to send daily "proof of performance" transcriptions to the Library of Congress for review and inspection. That would ensure that American generosity is not overstamped in the peoples' mind by the imprint of other nations, as happened too often in the distribution of UNRRA goods.

Our Respects To—

WILLIAM BARLING MAILLEFERT

THE IDEA for WVET, Mutual's new 5 kw affiliate in Rochester, N. Y., was conceived under a palm tree in the South Seas. Bill Maillefert was spending the winter—and summer—of 1943-44 in the South Pacific as a member of the Army Transport Service when the plan for his own radio station began to haunt him.

When he returned from the Pacific in January 1946, he took his idea to a luncheon table at the Holland House in New York and presented it to two friends. They were Hal James, formerly of Compton Agency's radio department, and Harry Bennett, a Compton account executive. The three decided to pool their respective experiences, form a partnership, jump the agency fence into greener pastures and get into the broadcasting side of the radio business.

Several weeks later, Jack Houseknecht, who had been business manager of Compton's radio department, and who was still in service at the time of the luncheon, was told of the plan and decided to join the group. Since Mr. Houseknecht was from Rochester and the other men had Chicago or New York City roots, it seemed logical to select his home city as the spot for a proposed operation.

In March and April 1946, the four men met with 34 Rochester World War II veterans and the Veterans Broadcasting Co. was organized.

One year later, after long hearings and much difficulty, WVET was issued a construction permit. Commercial operations began this October. And Bill Maillefert's dream under the palm trees came true.

He was born and reared in Westfield, N. J. He is a graduate of the local high school where he was editor-in-chief of the scholastic publication and active in dramatics. While in high school, he participated in football, basketball, track and baseball. Bill Maillefert had the distinction of being on the second team of more sports than any other man in Westfield High School.

Summers were spent working aboard tramp freighters. During this time he took trips to the West Coast and to Europe as a deck hand.

In 1930 he entered Rutgers (commuting on a one-cylinder motorcycle) where he majored in English and Composition. During depression years he was forced to drop out of Rutgers and was employed in a series of jobs which enabled him to help support his family. These jobs included gas station attendant, maintenance handy man, landscape gardener, department store salesman, chauffeur, truck driver,

(*Continued on page 54*)

Time to talk Turkey!

TALKING TURKEY...that's our business, too! New—accurate—informative—WOV's Pantry Survey is the real turkey talk you've been waiting for. It shows you accurately and currently the relative sales position of 365 items in 37 different classifications, in the New York market. This study was made for *you*—to help you know exactly where you stand—to help you know where your competitors stand—to help you know more about yourself and about others. We would like you to see our Pantry Survey. See how WOV is opening the door to a clearer, deeper, more intelligent approach to advertising sales problems. There's no obligation of any kind. SEND THE COUPON NOW.

To TAKE THE GUESS OUT OF BUYING, it's WOV's 5 Audited Audiences ...real, basic, vital inside info on specific listening groups...all available upon request.

★ WAKE UP NEW YORK *with Bill Williams*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *Larger than Pittsburgh.*

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

WOV
NEW YORK

WOV · 9 West 56 St., New York 19, N. Y.

We are interested in WOV's Pantry Survey. We are especially interested in (Type of products):

_____

NAME _____

ADDRESS _____

COMPANY'S NAME _____

WHB
Kansas City

• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

THIRTY LOCALS FORM GEORGIA ASSOCIATION

GEORGIA ASSN. of Local Stations, a regional network and sales organization, has been formed by 30 stations in the Peachtree State with Tom K. Vassy of WMLT Dublin as president. Tom Carr, general manager of WGAA Cedartown and WLBB Carrollton, will be secretary-treasurer and sales director of the new association, with offices in the Robert Fulton Hotel, Atlanta.

Belmont Dennis of WMOC Covington has been named vice president and the following are directors: Lewis Doster, WGAU Athens; Paul Sauve, WWNS Statesboro; James S. Rivers, WMJM Cordele; and Dean Covington, WROM Rome. Messrs. Vassy, Dennis and Carr also will serve on the board.

These stations are charter members of the association: WDEC Americus, WGAU Athens, WLBB Carrollton, WBHF Cartersville, WGAA Cedartown, WMJM Cordele, WMOC Covington, WBLJ Dalton, WMLT Dublin, WKEU Griffin, WFOM Marietta, WMVG Milledgeville, WROM Rome, WFRP Savannah, WWNS Statesboro, WWGS Tifton, WRLC Toccoa, WRQN Vidalia, WAYX Waycross and WRLD West Point.

Mr. Carr states 10 more stations soon will join the organiaztion.

INDIANA U., Bloomington, Ind., is now offering course in "Radio as an Advertising Medium." Course gives three hours credit.

Clarke A. (Fritz) Snyder
Dir., Radio Advertising
BULOVA WACH CO., N. Y.
"When you need it fast and you need it right, that is when you need the BROADCASTING Yearbook. It's helped us out of many a spot."
Fritz Snyder
BROADCASTING
YEARBOOK
1948
F&P knows
SPOT BROADCASTING

ADVERTISING DEADLINE
DECEMBER 1

COMMERCIAL

EDWARD C. POWERS, veteran radio salesman, has been appointed commercial manager of WFAK Charleston, W. Va. Mr. Powers will supervise both local and national sales and will plan new program packages. Post of commercial manager is new at WFAK, those duties have formerly been handled by general manager. **ALLAN C. WESTER**, who conducts two sports programs on WFAK, has also been assigned selling duties.

NORMAN BURDICK, formerly with WJTN Jamestown, N. Y., has been appointed account executive of WJOC, new 1000-w station on 1470 kc expected to begin operations at Jamestown Dec. 1. Mr. Burdick previously was with Syracuse (N. Y.) Post-Standard and Rochester (N. Y.) Journal-American.

Mr. Burdick

PATRICIA ADAMS GRANTHAM, formerly with publicity staff of WDSU New Orleans, has joined WLPO La Salle, Ill., in charge of traffic. She is the wife of **DON GRANTHAM**, new WLPO program manager.

WILLIAM SAUERSTROM has been promoted to manager of Chicago office of Joseph H. McGillvra Inc., station representative, succeeding **WALTER BEADELL**. Mr. Beadell resigned to enter private business as a partner in a Chicago plastics firm.

FREDERICK K. GROPPER, former chief of Veterans Administration New York Radio Division, has joined NBC's advertising and promotion department as writer. He replaces **CHARLES B. H. VAILL**, who was named promotion director of WNBC New York.

MOREY J. WILBER has joined sales staff of KCSJ Pueblo, Colo.

FRIEDENBERG AGENCY, New York station representative firm, has been appointed to represent WJEJ Hagerstown, Md., WKOK Framingham, Mass., WHTN and WHTN-FM Huntington, W. Va., the North Carolina State Network, and WPIK Alexandria, Va.

CHARLES LIMBERG, who has been with CBS Network Sales at WBBM Chicago for eight years, has resigned.

CFQC Saskatoon has appointed **JOHN HUNT Assoc.** as representative at Vancouver, B. C.

HORACE N. STOVIN & Co., Toronto station representative firm, has opened offices at Vancouver, with appointment of **JIM STOVIN** as Vancouver representative. Mr. Stovin, RCAF veteran, has recently been with CJOR Vancouver. Company also has offices at Montreal and Winnipeg.

JUNIUS R. FISHBURN, formerly with advertising staff of The Chicago Sun, has joined Chicago sales staff of William G. Rambeau Co., station representative.

RADIO CONDOR, Bolivia's network of stations in La Paz and Oruro, and affiliated with NBC, has appointed Pan American Broadcasting Co. as its representative.

RADIO REPRESENTATIVES Ltd., Toronto station representation firm, has opened branch office at Vancouver with **JOHN HUNT**, former manager of CKMO Vancouver, in charge. Address is 144 West Hastings St. Company also has offices at Winnipeg and Montreal.

FRED A. GOSNELL Jr., account executive at WEAM Arlington, Va., and Marijane Maltby were married Nov. 8.

SYDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, is in New York for ten-day conference with MBS executives and John Blair Co., national representative for DLBS owned stations. He is returning by Chicago for similar sessions there.

CKPR Fort William, Ont. has appointed **ADAM J. YOUNG Jr. Inc.**, New York, as U. S. representative.

ABC network will carry major address by Harold E. Stassen, Republican presidential candidate, before a mass meeting of the Milwaukee "Stassen-for-President Club" in Milwaukee auditorium Nov. 24 at 8:30 p.m. (CST.)

Changes Name

RADIO SALES, CBS spot sales organization, will henceforth be known as "Radio Stations Representative, CBS," J. L. Von Volkenburg, network's general sales manager, announced last week.

Research on Commercials Urged by CBS' Wilson

ELMO C. WILSON, CBS research director, told the St. Louis chapter of the American Marketing Assn. last week that program ratings and share-of-audience figures alone are incapable of giving a sponsor the whole story of program value.

"It is only by the type of internal analysis available through the Lazarsfeld-Stanton Program Analyzer that the sponsor may fully evaluate the strengths and weaknesses of his broadcast product," Mr. Wilson said.

Speaking of CBS research into the effectiveness of commercials, he said "... the whole area of commercials is probably the most under-researched of all radio's efforts, and the CBS research department presently is surveying and investigating several facets dealing with commercials."

TELEVISION sets have been installed in 12 Roman Catholic parishes, church halls of People's Church and Faith Presbyterian Church, Chicago, it has been announced by General Electric Co.'s Electronics Dept., Syracuse, N. Y. Purpose of plan is to make available television reception of sports and other programs of interest to church young people.

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

LEADING the LISTENING Parade!

LEADING all other San Antonio network stations in locally sponsored programs.

LEADING **all other San Antonio network stations in local advertisers.**

LEADING **all other San Antonio stations in public service programs and announcements carried in the public interest.**

LEADING **all other San Antonio stations in hours of FM operation. KISS now operates 13 hours daily —FM Station "B" operates 11½ hours daily—and FM Station "C" operates 8 hours daily.**

LEADING **all other San Antonio stations with 27 new, completely air-conditioned studios and offices.**

LEADING **all other San Antonio stations in sports broadcasts.**

★ TOWERS OF *STRENGTH* IN SAN ANTONIO ★

KMAC

1240 *A.M.* ON YOUR DIAL

KISS

99.5 *F.M.* CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

YOUR 1948 BUDGET MUST INCLUDE WAAT

TO REACH THE NORTH JERSEY NEW YORK CITY MARKET.

... 25 NATIONAL-REGIONAL, 61 RETAIL ADVERTISERS ARE USING WAAT ... *because they know that ...*

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ... INCLUDING ALL 50,000 WATTERS.

- FIRST IN AM
- FIRST IN COMMERCIAL FM
- SOON FIRST IN FACSIMILE
- SOON FIRST IN TELEVISION

New Jersey's 1st Station
WAAT 970 ON THE DIAL
NEWARK-NEW JERSEY

AGENCIES

ROY CAMPBELL, an account supervisor in Chicago office of Foote, Cone & Belding, has been elected a vice president of that agency. Mr. Campbell joined FC&B in February 1947, as market director and member of plans committee.

RICHARD NICHOLLS, actor and radio producer, has been named director of radio department for Geare-Marston, New York and Philadelphia advertising agency. Mr. Nicholls formerly was assistant general manager in charge of production for WLW Cincinnati, and for two years was with Crosley Corp. He also served as radio director for Vick Chemical Co. for eight years and was with Matchabelli Perfumes.

Mr. Nicholls

WILLIAM R. BARKER, former supervising editor with advertising and sales promotion division of General Electric Co., has joined Pearson Adv., New York, as copy chief and editor of special merchandising department. He also will serve as account executive.

FRANK PITTMAN, vice president of Needham, Louis & Brorby, Hollywood, is in Chicago for two weeks of home office conferences.

JAMES G. COMINOS, vice president of LeVally Inc., Chicago, is in Hollywood for six weeks on client business relative to Household Finance Corp.

ADV. FEDERATION OF AMERICA has announced that the following have been elected to membership in the federation: John E. Wolf Co., Oklahoma City; Olian Adv., St. Louis; and Jessop Adv., Akron, Ohio.

GEORGE BERTHON, account executive of Young & Rubicam, Montreal, has been appointed acting manager of Toronto office succeeding **JERRY BROWN,** who has left to form public relations organization of his own. **BILL KINMOND,** manager of Young & Rubicam's subsidiary Bureau of Industrial Service (Canada), also has resigned to join Mr. Brown. **RAY COLLETT,** formerly with public relations of Canadian Army, has been appointed manager of service bureau.

FERNANDO G. ARANGO, recently with Trans-World Adv., New York, and previously radio director for Argentine branches of Grant Adv. and N. W. Ayer & Son, has been appointed radio director of National Export Adv. Service, New York.

RAYMOND PHANEUF, former copy chief of Lester L. Wolf Inc., New York, has been named general manager of the agency.

R. M. DALTON, formerly of McKim Adv. Ltd., Toronto, has joined Hutchins Adv. Co. of Canada, Toronto, as media manager.

ANN S. GODLEY, formerly with Adv. Ideas Inc., New York, is now account executive for Hanson, Gerber & Shaw Adv., New York.

BERNARD FISHER, former advertising director of J. Ossola & Co., New York, has been named account executive for Tracy, Kent & Co., New York.

ETHEL CRADDOCK, copy writer, has returned to creative staff of Ruthrauff & Ryan, New York. She was with the agency originally from 1926 to 1943.

PAUL CORBEIL has been appointed radio director of Spitzer & Mills Ltd., Montreal. He formerly was with CBC, CJBR Rimouski, CKAC Montreal and Radio Programme Producers, Montreal.

JOHN B. MAYO, former media director in Cleveland office of Beaumont & Hohman Inc., has been appointed account executive of the agency's Omaha office.

KAY ROBINSON, radio freelance writer, has joined creative staff of J. R. Pershall Co., Chicago.

WILLIAM L. COLLINS, former assistant news manager of International News Service's Chicago bureau, has joined publicity department of Needham, Louis & Brorby, Chicago.

WILLIAM J. WILMONT, account executive and service manager of John W. Shaw Inc., Chicago, has been appointed vice president in charge of production and service.

HUGH (Bud) ERNST Jr., former producer of Raymond Morgan Co., Hollywood, on MBS "Queen for a Day" and MBS "Heart's Desire," has joined Grant Adv., Hollywood, as account executive.

EDWARD WILLIAMS, head of radio in J. Walter Thompson Co's Buenos Aires office, has arrived in U. S. to confer with company's clients in New York as well as other parts of the country. He is expected to remain in the U. S. for several weeks.

BLACKWELL SMITH, secretary and treasurer of the Kunder Agency, New York, has resigned to join Liberia Co., formed by E. R. Stettinius Jr. to develop resources of African Republic, and to engage in other legal and business activities as a consultant, effective Jan.1.

PETER HILTON Inc., advertising agency, has opened offices 680 5th Ave., New York, and will handle general accounts. Mr. Hilton, formerly with Donahue & Co., New York and vice president of Maxon Inc., New York, for eight years, anticipates use of radio in future campaigns.

MEYER SACKS, copywriter at Walter Weir Inc., New York, has been appointed manager of agency's plans division, working directly under Walter Weir, president. Mr. Sacks has been in advertising field for past 20 years, in copy and contact work as well as in consumer and public relations service.

Mr. Sacks

L. BROOKS ELMS, formerly account executive at Geyer, Newell & Ganger, New York, and prior to that with J. M. Mathes Inc. and Foote, Cone & Belding, has joined Ruthrauff & Ryan, New York, as radio account executive.

GRAEME McLEOD, former assistant to president and co-chairman of plans board of Campbell-Ewald, and prior to that on copy staff of Ruthrauff & Ryan, has joined executive staff of Donahue & Coe, New York.

EARL R. CULP Adv., Los Angeles, Dec. 1 moves to 601 S. Rampart Blvd.

GILBERT SIMON, former account executive of Ward Adv., Hollywood, has formed own advertising-publicity agency under name of Gilbert Simon Co., 241 North Larchmont Blvd., Los Angeles. Telephone: Hollywood 5500. Accounts include: Valley Market Town, Los Angeles; American Radio Rental Service, Santa Monica; Asher Shoe Stores, Los Angeles.

ROBERTA WINCHELL, former executive secretary to **TOM LEWIS,** ex-Young & Rubicam Hollywood vice president in charge of radio, has joined Swaynee, Drake & Bement, Hollywood, in similar capacity.

HERBERT P. FIELD, formerly with Charles W. Hoyt Co., New York, has been appointed a vice president and head of new business department of Jasper, Lynch & Fishel Inc., New York. He previously was executive vice president of Lord & Thomas, New York.

JERRY HORWITZ, formerly with WWDC Washington, has joined radio and television department of I. T. Cohen Adv., Washington.

BART ROSS, former account executive of Atherton & Co., Hollywood, and prior to that with KMO Tacoma, has joined Allied Adv. Agencies, Los Angeles, as account executive.

SHIRLEY PERON, time and space buyer of Allied Adv. Agencies, Los Angeles, has been transferred to agency's San Francisco office with added duties of account executive.

CHARLES LEVITT, vice president and general manager of Smalley, Levitt & Smith, Los Angeles agency, is in New York and Washington, D. C., for three weeks on client business.

JUDD GRAHAM, former publicity director and assistant to radio advertising director of Western Auto, has joined Ernest N. George Co., Los Angeles, as production director.

RICHARD MOHR, production manager of Irwin-McHugh Adv., Hollywood, and **MARTHA MADDEN,** secretary at KMPC Hollywood, have announced their marriage.

HOEL Adv., new Los Angeles agency, has opened offices at 213 S. Broadway. Telephone: Vandike 2949. **DAVID H. HOEL** and **JOHN H. HOEL** are co-owners.

Gillette to Plug Newest Idea on Bowl Gridcasts

GILLETTE Safety Razor Co., Boston, will kick off the advertising for its new plastic package of Gillette Blue Blades during the three New Year's Day bowl football games broadcasts which the company will sponsor. Package, holding 20 blades which are unwrapped and can be slipped from the case and ready to use by a single thumb thrust, will be promoted with more than a million dollars worth of advertising, including newspaper and magazine space as well as the commercials on Gillette's sport broadcasts and telecasts. Maxon Inc., New York, is the agency.

The New Year's games broadcasts which Gillette will sponsor are the Sugar Bowl on ABC, Orange Bowl on CBS and the East-West game on Mutual.

Heard by most ...
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.
The Shreveport Times Station

WJJD
CHICAGO

BUILDS LOCAL PROGRAMS THAT SELL!!

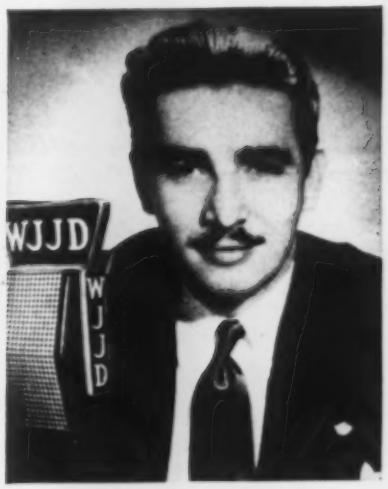
★

"The Old Gold Variety Show"

WITH

BOB ELSON
(One of the Nation's Leading Sportscasters)

A N D



ERNIE SIMON
(Chicago's most talked-about Radio Personality)

COMEDY . . . . MUSIC . . . . COMMENTARY . . . . SPORTS

Highlighting each program is the guest appearance of a leading personality from stage, screen, sports or civic circles.

11 A.M. MON. thru FRI.
ON

WJJD
50,000 WATTS

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL

Respects

(Continued from page 48)

assistant painter boss, plumber's helper, refrigerator repair man, etc. During this depression period he subscribed to a correspondence course and studied at home.

Early in 1936 he sat down with a typewriter and a copy of a New York City Classified Phone Book determined to enter the advertising field as a copywriter. After some market research experience with two New York advertising agencies, which involved door-to-door interviews and research tabulation, he finally joined Compton Advertising in January 1937. In June 1937, he became assistant radio buyer under the famous Murray "Slide Rule" Carpenter, now part-owner and general manager of WPOR Portland, Me.

In September 1938, he was made head radio buyer, a position which he held until August 1943, when he entered service. During the period from 1938 to August 1943, the radio media section tripled in size and radio expenditures more than quadrupled. By 1943 there were four assistant radio buyers.

For approximately four years, Mr. Maillefert served on the AAAA Radio Committee, on the Time Buyers Committee and participated in discussions of many leading industry problems, working closely with NAB. He worked on the standardization of rate cards and the revision of the Standard Spot Radio contract form with the Sales Managers Committee of NAB, and also met with that committee in their first informal meeting to standardize methods of determining coverage. This meeting later led indirectly to the formation of Broadcast Measurement Bureau.

He was a charter member and vice president for two years of the Radio Executives Club of New York. He was the radio representative on the AAAA Media Panel at the Waldorf Astoria in November 1946.

In July 1943, he was appointed a member of the Agency Radio Advisory Committee of the War Advertising Council which worked exclusively on government wartime appeals to the public.

While employed at Compton, Mr. Maillefert met and corresponded with the personnel of hundreds of individual stations with whom the agency did business. He traveled extensively, visiting radio stations and securing first-hand working knowledge of the operations of large, medium and small stations.

Radio Research

He has been intensively active in radio research problems, with which the Compton agency has always been concerned.

It was essential for Bill Maillefert to know what programs were best accepted on different types of stations, large and small, and by geographic areas.

He entered service in September 1943 with the Army Transport Service. He remained in service until discharge in September 1945. He claims to be the only man he ever met who actually discharged himself from service. In September 1945, after V-J Day, he was "Acting Captain" of a 185-foot tanker which was undergoing repairs in the Charleston, S. C. Navy Yard. In the ATS, which is sort of a special Merchant Marine Unit of the Army, a man cannot secure a discharge except from the captain of the vessel. One day while rummaging thru the supplies in the captain's desk he came across the official discharge pad. So filling it out properly he "discharged himself," sent the papers through the proper channels and returned to the Compton Agency.

Overseas Duty

While overseas, he was stationed at Sydney, Australia, at Milne Bay, Oro Bay, Finschaven in New Guinea and at Cape Gloucester in New Britain.

In April 1939 he married Cathryn Joughin of Newark. They have one child, Christopher William—aged 18 months.

Mrs. Maillefert, who is on WVET's continuity staff, worked at the Publicity Department of the Ford Co., at the World's Fair and J. C. Penney in New York City on copy and promotion. She developed Penney's entire radio promotional program between 1939 and 1942. She wrote, directed and appeared in *Uncle Sam Speaks*, a series of programs written for the Foreign Language Division of OWI in 1942 and 1943. In addition, she volunteered for work with the AWVS in New York City, writing radio scripts, speeches and public service announcements.

Mr. Maillefert's hobbies are golf, hunting and sailing. He is an avid collector of pipes and is seldom seen without one. About three years before he entered service, he acquired, together with two other Comptonites, the *Great Republic*, a Marconi rigged sloop of 30 feet. The Maillefert's spent most of their week-ends and summer vacations cruising on the Long Island Sound and up the eastern seaboard to Buzzard's Bay and Martha's Vineyard.

The Mailleferts have recently acquired a house (their first) in Rochester and moved up to that city.

TECHNICAL

KENNETH MISKINS, Army Signal Corps veteran, formerly with WCAE Pittsburgh, has joined WCAU Philadelphia, as studio engineer. He also had done engineering work for Upper Darby (Pa.) police radio station.

ERNEST GRAHAM has joined WIS Columbia, S. C., as transmitter operator, replacing **HUGH BARNETT,** who resigned to join WIST (FM) Charlotte, N. C.

SOUND APPARATUS Co., New York, has announced completion of its Rack-Mounted frequency response recorder, Model FR-1. New recorder has two motors, one for paper and one for pen drive; one or two paper speeds; provision for mechanical linkage to oscillator and ready accessibility to input terminals.

MILTON NICHOLAS, engineer at WWL New Orleans, is the father of a girl, Marjorie Louise.

EDDIE DELA PENA, recording engineer of Don Lee Broadcasting System, Hollywood, is the father of a girl born Nov. 10.

ROD CLARK, former chief operator of CJCS Stratford, has joined CKOX Woodstock, Ont., in same capacity.

Drawing Power is Selling Power!

● Although the "Chief" doesn't need one, the magnet in our illustration demonstrates the drawing power of WJW. By alert programming and outstanding merchandise promotion, WJW has become a magnetic pole on the radio map of Northern Ohio. In the concentrated counties of this rich Northern Ohio market, WJW reaches 95% of the homes and 94% of the total retail sales.

For listeners and advertisers alike, WJW stands for complete coverage.

WJW
CLEVELAND
BASIC ABC Network
850 KC 5000 Watts
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

100%
HOME COUNTY
BMB
KFXJ
GRAND JUNCTION
COLORADO

They Talk For You . . . of Many Things

—"of shoes and ships and sealing wax, of cabbages and kings." *They talk for you* to 41% of Georgia's radio homes . . . to half the State's population.

Whatever is required to put your sales message across *effectively* here is the announcing talent to do it. Their versatility is the spice and variety that makes WAGA Atlanta's *listened-to* station. Their combined years behind a microphone adds up to the announcing know-how that puts WAGA away out front in *sales producing results.*

True, the flavor may be Southern, as Southern listeners like it, but the *accent is strictly on SALES.* Try 'em!

A FONT INDUSTRY STATION

Atlanta's

WAGA

5000 WATTS—590 KILOCYCLES

National Representatives

AVERY-KNODEL

New York • Chicago • San Francisco
Los Angeles • Atlanta

WOC

"WOC advertisers get our votes every day!"

QUAD Cities

DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

Only WOC delivers satisfactory year-round NBC service to the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. Approximately 218,000 people work and live here . . . make it the 40th retail market in the nation.

5,000 Watts, 1420 Kc.
Basic NBC Affiliate

B. J. Palmer, President
Buryl Lottridge, Manager

WOC

WOC-FM

DAVENPORT, IOWA

National Representatives:
FREE & PETERS, Inc.

PRODUCTION

EARL W. KEYES Jr., former program director with WFPG Atlantic City, has joined program and production staff of WEWS (TV) and WEWS-FM Cleveland, Ohio.

JACK SEXTON, program director of KMOX St. Louis, CBS O&O station, has been transferred to network's Chicago station, WBBM, as production manager, Mr. Sexton has been succeeded at KMOX by **AL BLAND,** special events announcer [BROADCASTING Nov. 17].

NORMAN McDONALD, CBS Hollywood assistant director, has been named director of dramatic auditions in addition to present duties.

MARVIN MILLER, Hollywood announcer, has been signed as announcer of "Beulah" program.

JOSE RODRIGUEZ, Los Angeles music authority formerly with KFI, has returned to station with five weekly three-hour recorded program "The World of Music."

GEORGE S. PARTRIDGE, former producer and special events director at WHAS Louisville, has joined WINN Louisville, as public service director. He previously was with WOR New York, the Yankee Network, and during war was radio director for AAF at Bowman Field, Louisville.

HANK GRANT, actor and announcer of WGN Chicago's "Let's Have Fun," has taken over m.c. role on that program, succeeding **JIMMIE COSTELLO,** who resigned to accept theater and night club engagements.

JACK ANGELL, former news and special events director of WNMP Evanston, Ill., has joined NBC Central Div. as continuity acceptance editor. He previously served four years with AAF in office of radio productions and later was with L. W. Ramsey Co., Chicago, as copywriter. **HUGH ROWLANDS,** Chicago actor and script writer, also has joined NBC Central Div. in similar capacity. Mr. Angell succeeds **WILLIAM BREWER,** who transferred to local sales staff of WMAQ Chicago, and Mr. Rowlands replaces **ROBERT GUILBERT,** who was named manager of Central Div.

ART STANLEY, formerly with WHBF Rock Island, Ill., and freelance announcer in Chicago, has joined announcing staff of KXLY Spokane, Wash.

FRANK ALLAN, former announcer with WWL New Orleans and KMOX St. Louis, has joined announcing staff of KOMA Oklahoma City.

BILL BEATTE, who has been in radio for 14 years, has joined announcing staff of WGL Fort Wayne, Ind.

JIM FRISBIE, formerly with KRJF Miles City, Mont., has joined announcing staff of KGVO Missoula, Mont.

FRED BERNSTEIN, member of sales staff of WFAK Charleston, W. Va., has been appointed program director of that station.

GERALD E. BOWMAN, program director of WWGP Sanford, N. C., has been elected secretary of Sanford Kiwanis Club, and **JOHNNY GILL,** WWGP continuity writer-announcer, has been named member of club's program committee.

REG FINNEMORE, formerly of CKSF Cornwall, has joined announcing staff of CKOX Woodstock.

KURT WEBSTER, m.c. of "Midnight Dancing Party" on WBT Charlotte, N. C., has been named "Night Chief of Police for Mecklenburg County." Official badge was presented to Mr. Webster by Rural Chief of Police Stanhope Lineberry, during open-house celebration held at WBT in observance of the 365th broadcast of "Midnight Dancing Party."

WARREN QUADE, formerly with WJHL Johnson City, Tenn. and WCAP Asbury Park, N. J., has joined announcing staff of KTMS Santa Barbara, Calif.

BOB CARLIN, formerly with WHKC Columbus, Ohio, has joined announcing staff of WING Dayton.

DON JOHN ROSS, formerly with WOWO Fort Wayne, and WQQW and WMAL, both of Washington, has joined announcing staff of WDRC Hartford.

NORMAN BARRY, narrator of WMAQ Chicago's "Howdy, Mr. Lincoln" program, was cited and elected corresponding member of Chicago Historical Society during his Getttysburg anniversary broadcast of Nov. 19. Mr. Barry was cited, in part, for demonstrating that "American history can be handled with dignity over the air and that the same time be made of absorbing interest to large numbers of listeners."

MARK BRENNEMAN, using air name Mark Huston, has rejoined KFAC Los Angeles announcing staff.

GEORGE SNELL, program manager of KEEN San Jose, has been elected to nominating committee of San Jose Adv. Club.

KAREL PEARSON, former assistant traffic manager of NBC Western Network, is now producer, replacing **ROBERT DWAN,** who resigned to join John Guedel Radio Productions as producer-director of ABC "You Bet Your Life." **TRENT CHRISTMAN,** former sustaining traffic supervisor, takes over as assistant traffic manager and **EDWARD HILLIE** takes over former position. **WILLIAM LOUDON,** formerly with NBC Recording Division, replaces Mr. Hillie as telegraph operator.

CHARLES GRAVES, commercial writer on Army's "Sound Off" program, replaces **BOB FORSHEW** as commercial writer of NBC "Jimmy Durante Show."

ALAN ARMER, graduate of NBC-Stanford U. Radio Institute, has joined announcing staff of KEEN San Jose.

FRANK R. COTE, former assistant personnel director for Greenfield (Mass.) Tap and Die Corp., and previously with General Electric plants in Lynn and Pittsfield, has joined announcing staff of WHAI Greenfield.

LeROY MILLER, entertainer at WFIL Philadelphia, has been named an honorary lieutenant colonel in the 278th Field Artillery Battalion.

DON McGIBBON has been appointed production manager of CJIB Vernon, B. C.

ELLIOT WAGER, former Denver advertising man, has joined KLZ Denver, in script writing department.

SHIRLEY FENNE, organist at WTAM Cleveland, and Larry Jones have announced their marriage.

HUGH LaRUE has joined announcing staff of KCMO Kansas City.

DON GRANTHAM, former announcer at WSMB New Orleans, has joined WLPO La Salle, Ill., as program manager.

MIMI CHANDLER, radio actress, has joined WVLK Versailles, Ky., as m.c. of early morning show, "Coffee Time." WVLK is new MBS affiliate, soon to begin operation on 590 kc.

RUSSEL MALONEY, former staff writer on The New Yorker, has been added to writing staff of "Fred Allen Show" on NBC.

ROBERT WARREN, staff announcer at KYW Philadelphia, will join NBC in New York Dec. 1. He has been with KYW since December 1942. During war he served in ETO, first as a parachute trooper and later with American Forces Network.

ROD WALTER, formerly of CKOV Kelowna, has joined announcing staff of CJVI Victoria. **DOUG McBRIDE,** from Winnipeg, replaces Mr. Walter at CKOV.

NORAN E. KERSTA, director of NBC television operations, was the guest speaker Nov. 20 at monthly meeting of American Television Society, at the Adv. Club of New York. **EDWARD SOBEL,** NBC video producer-director, presided.

J. REG. BEATTIE has joined CKOV Kelowna, B. C. He formerly was with CHML Hamilton, Northern Broadcasting Co. and All-Canada Radio Facilities, Toronto.

JIM SCOTT, who joined WCPS Tarboro, N. C., when station opened last January, has returned to WCPS as announcer-m.c. He will handle early morning program, "The Jim Scott Show."

WALLY CROUTER, formerly of CHEX Peterborough, has joined announcing staff of CFRB Toronto. He served overseas with Canadian Army Show in Europe.

Table-Model Video Sets Most Popular in N. Y.

TABLE-MODEL television sets will outsell consoles nearly two to one in the coming year, according to a survey of 64 dealers in the New York metropolitan area sponsored by Allen B. Du Mont Laboratories. Dealers estimated that table models would account for 63.3% and consoles 36.7% of total sales. Dealers also predicted that 57.2% of all video sets sold in the next 12 months will have television only; 20.8% will have video in combination with AM and FM; 22.0% will have video, AM, FM and phonograph.

Better than half (58%) of customers have decided the kind of set they want before they enter the store, dealers said, with 48% knowing the model they want and 75% knowing the price they intend to pay. Men have the most to say about brands in the opinion of 88% of the dealers, and 66% of the dealers said that men also have the most to say about the price, while 59% of the dealers felt that women determine the model, whether table or console.

MELVILLE RADIO INSTITUTE, New York has announced opening of eight new classrooms in Melville Bldg., 15 W. 46th St. New rooms will accomodate 350 more students.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

21

"Beauty and perfect acoustics are combined to form one of the finest broadcasting studios in existence."

That's how the "Graybar Tag" described Nashville's new radio station in 1926. Now, 21 years later, it still can be said that WLAC is "one of the finest broadcasting studios (stations) in existence".

November 24, 1947 marks the 21st anniversary of our station. WLAC got off to a good start. Its progress has never been interrupted. Keeping pace with our growth from 1,000 watts to 50,000 watts has been this station's development in business and public service.

For the success of WLAC we are indebted to the hundreds of local and national accounts and the many thousands of listeners whose confidence and loyalty give proof that our operation has been "in the public interest".

J. J. Ward, Owner
J. C. Sowell, Manager

WLAC's "Crystal Studio," the talk of the nation in 1926.

WLAC's ultra-modern floating studio, 1947.

WLAC
NASHVILLE

50,000 WATTS

CBS AFFILIATE

Represented by The Paul H. Raymer Co.

SELL
No. 1 Market
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
IN THE SOUTH'S
No. 1 State
WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
NBC
AFFILIATE
National Representative
HEADLEY-REED COMPANY

ALLIED ARTS

E. M. ROBERTS, formerly with RCA for 18 years, has been appointed managing director of International Div. of Farnsworth Television & Radio Corp., Fort Wayne, Ind. Mr. Roberts was vice president and general manager of RCA Victor Co. of China from 1936 to 1940 and served as president of RCA Victor Argentina from 1940 to 1944. He later handled special assignments in South Africa, India and other countries.

EDWARD E. LEWIS, with Sylvania Electric Products Inc., New York, as independent industrial consultant since 1945, has been elected president of Colonial Radio Corp, Buffalo, N. Y., Sylvania subsidiary. Mr. Lewis formerly was executive vice president of Colonial.

Mr. Lewis

ROBERT M. CAMPBELL, formerly with video program departments of both NBC and CBS, has been appointed director of television of Springer Pictures. He will make his headquarters at company's New York office. 341 E. 43 St.

RCA VICTOR has made provision for renewal of television owner's policy to provide service, maintenance and parts replacement coverage for RCA receivers beyond first year of ownership. Policy originally provided for supplying and installation of antenna and service, maintenance and any necessary parts replacement for one year.

RAYMOND HERZOG, recently elected secretary and member of board of directors of Emerson Radio Export Co., New York, last week was appointed assistant to treasurer of the company.

A. E. KESSLER, U. S. Television Mfg. Co. public relations director, has been named public relations consultant to the Long Island U. Alumni Assn.

A. VANCE HALLACK, program manager and script editor of Television Workshop, has received "Script of the Month" award given by Assn. of Education by Radio for his adaptation of "The Necklace," De Maupassant's famous short story, for television. Drama was presented by Workshop's touring company last month.

SAMUEL E. EWING Jr., formerly with Philadelphia law firm of Saul, Ewing, Remick & Saul, has joined legal department of RCA Victor Div., Camden, N. J. He will supervise legal matters for RCA Engineering Products Dept. with the RCA Victor Div.

DEAN B. McNEALY has resigned from San Francisco Veterans Administration, where he was chief, radio and television division of public relations office, to open his own public relations firm at 918 Shreve Bldg., San Francisco. He formerly was with KGO San Francisco.

RADIO FEATURES Inc., program packaging division of Schwimmer & Scott., Chicago, has signed **JOHN NESBITT,** Hollywood film and radio actor, to long term contract for series of transcribed open-end programs. Mr. Nesbitt will do his famous "Passing Parade" on five-a-week basis as co-op for MBS. Series will get underway Jan. 1, with time to be selected.

BRUCE EELLS, head of REP Inc., Hollywood packaging firm, is in Chicago en route to New York for agency conferences relative to program properties.

THEODORE W. BUCHTER has been appointed territorial service manager for U. S. Television Mfg. Co., covering Boston, Albany, Schenectady, Baltimore, Washington and New York and **L. ROBERT FISHER** has been appointed to similar position for Philadelphia, Wilmington and Eastern Pennsylvania. **HAROLD DITTENHOFFER** has been named field service supervisor for New York metropolitan area.

CARL BEIER, formerly a director with CBS, has joined Ronald Dawson Assoc., New York script library and radio production firm, as partner and editor.

RADIO'S RELIABLE RESOURCES, Philadelphia (radio employment and financing firm), has announced plans for opening new offices in Kansas City and Atlantic City, about Dec. 10.

DON C. WALLACE & WILLIAM H. WALLACE, Los Angeles electronic manufacturers' representative, has moved to new offices at 1206 Maple Ave.

W. G. DRENTHE, president of United Sound Systems, Chicago wire service firm and local distributor for DuMont Television, has been appointed national distributor for Liquid Lens Corp., manufacturer of new patented lens for video sets.

J. ARDEN STILL, formerly with Davis Russ Co., and before that manager of radio department of Strauss Frank Co., has been appointed manager of southwestern division, distributor tube sales of Sylvania Electric Products Inc. in Houston, Tex.

JOHN PARSONS, West Coast merchandising manager of Philco, has resigned.

LOWELL JACKSON, former station representative and previously station manager, has been appointed Chicago representative for REP Inc., Hollywood packaging and management firm.

DAN HOUSE, formerly with AFRS Hollywood office and currently Muzak franchise operator in Louisville, is to marry Pat Logsdon in Louisville, Dec. 28.

MILTON SHAPIRO, former writer and producer at WPEN Philadelphia, and freelancer since return from Army assignment as writer and producer with AFRS, has opened his own publicity office, known as Milton Shapiro Assoc., at 709 Market St., National Bank Bldg., Philadelphia. He is on an associate basis with **SUE CLARK,** 6331 Hollywood Blvd., Hollywood. Office will handle publicity for radio and screen people on visits to Philadelphia.

DuMONT NETS $152,757 IN FIRST 5½ - MONTHS

ALLEN B. DuMont Laboratories showed net earnings of $152,757.13 for the first five and a half months of 1947, compared with a loss of $1,318,892.31 for the last six and a half months of 1946, company reported in a statement to stockholders dated Nov. 10.

Gross income for the period from Dec. 30, 1946, to June 15, 1947, was $4,641,672.80, against a gross of $1,232,065.72 for June 16-Dec. 29, 1946. For the 12-month period June 16, 1946 to June 15, 1947, the gross was $5,873,738.52 with a net loss of $1,166,135.18.

Operation of the DuMont television stations, WABD New York and WTTG Washington, cost the company $519,173.49 during the latter part of 1946, when income from broadcasting totaled $52,437.34, making a net loss on this operation of $466,736.15.

For the first part of 1947, cost of operating these stations was $424,415.03, with income of $24,310.75, or a net loss of $400,104.28. For the year, June 16, 1946, to June 15, 1947, the cost of operating the DuMont television stations was $943,588.52, with income of $76,748.09 making a net loss of $866,840.43 for the year.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

FINLEY TRANSCRIPTIONS Inc., Hollywood, has moved its processing and distribution operations from New York to Hollywood. **LARRY FINLEY,** president, explained that change is dictated by need for facilitating shipping and closer home office supervision.

RCA Victor Record Dept., Camden, N. J., in effort to coordinate distributors and retailers activities has inaugurated series of one-day sales clinics for its record distributors and their key officials from New York, Newark, Washington, Baltimore, Harrisburg and Philadelphia.

FREDERICK E. LOEWUS, vice president of Lissen Records Inc., New York, and Jean Conhaim planned to be married Nov. 21.

CLINTON STANLEY of Larry Finley Enterprises, Hollywood, has been named producer of Al Jarvis television show "Looking At Music" on KTLA Hollywood.

COMPLETE file of recordings made by WOL Washington of the Hollywood hearings have been made available to the House Un-American Activities Committee by Albert L. Warner, WOL news director. Recordings will be filed permanently in Library of Congress at later date.

*TERRIFIC!

MONDAY THROUGH SATURDAY
7:05–7:30 a.m.
8:05–8:30 a.m.
*Mail response and personality!
Howard Reig Shows
Complete details from NBC Spot Sales
WGY SCHENECTADY, NEW YORK
GENERAL ELECTRIC

1-2-4
WIRL
Peoria, Ill.

What's New in Television?

Take a Look at WPTZ!

Official U. S. Navy Photograph

Television Takes to the Air!

A couple of weeks ago Philadelphians and New Yorkers by the thousands found out what it was like to go up in an airplane . . . how it seemed to fly in a military formation . . . saw downtown Philadelphia as the pilots see it.

They won their wings . . . by way of the WPTZ mobile units . . . without ever leaving their easy chairs!

This airborne telecast was part of a television program produced in cooperation with the U. S. Navy, direct from the Naval Aviation Station at Willow Grove, Pa., as a reserve training promotion.

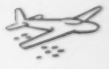
As you can imagine, getting power *in* and a signal *out* of an airplane is the kind of undertaking that makes engineers old before their time.

With very little effort, we could go on to great length about how this telecast marked a milestone in television history . . . what an important "first" it was . . . how it opened a new field of television operation. However, to agencies and advertisers we think it has more immediate significance.

Here at WPTZ you'll find the over-all experience, the engineering talent, the trained, qualified personnel to make your advent into television productive and profitable. Let's talk it over.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Penna.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA



NBC TELEVISION AFFILIATE

In Music

Means:

"Strike Up The Band"

But IN DALLAS –FORT WORTH

It's 1 STATION WFAA

2 FREQUENCIES 820 - 570

3 NETWORKS NBC - ABC and Texas Quality

• It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA

radio service of the Dallas Morning News

Represented Nationally by

EDWARD PETRY & CO., INC.

SPONSORS

CHICAGO TERMINAL NATIONAL BANK Nov. 17 started series of 24 spots per week on Chicago stations WIND WJJD and WCFL to promote savings accounts, personal checking accounts, and personal and real estate loans. First service to be stressed in campaign, handled through Kuttner & Kuttner Inc., will be Christmas Savings Club. Live announcements will be used, and shortly after December transcribed spots will replace live ones. Present schedule will run for 13 weeks.

GENERAL ELECTRIC Co. Nov. 17 began sponsorship of "Walter Compton and the News" on WTTG Washington, Mon.-Fri. 6:45-7 p.m. Program is also telecast by WABD New York, via DuMont video network as cooperative program. Program utilizes Transradio News, Harris & Ewing (Washington) photos and personal interviews with capitol personalities. Agency: M. Belmont Ver Standig Adv., Washington.

CARDINAL TIES FIFTH AVENUE SHOPS, New York, (retail seller of a $1 tie), has budgeted approximately $20,000 for its first radio advertising campaign. Firm is using two half-hour programs on Saturdays, two half-hour programs and one quarter-hour show on Sundays on WQXR New York. Radio campaign started on Nov. 15. Contracts are for 52 weeks. Agency: William Warren Agency, New York.

JACOB REED'S SONS, Philadelphia (clothier), is sponsoring "Schoolboy Sports Show," television program including newsreel coverage of outstanding scholastic football game, which started Nov. 17 on WFIL-TV Philadelphia. Agency: E. L. Brown Adv., Philadelphia.

HAT RESEARCH FOUNDATION, New York, is using one-minute video films spots in connection with sports telecasts on KTLA Los Angeles, WWJ-TV Detroit and WFIL-TV Philadelphia, with New York and Washington to be added to schedule. Films demonstrate selection of right hat for right occasion and also stress health-protective benefits of hat-wearing. Agency: Grey Adv., New York.

GUNTHER BREWING Co., Baltimore, has commissioned Marlowe Television Assoc., New York, to make up series of experimental spot commercials for use in company's video advertising. Gunther currently sponsors sports discussion show Fridays on WNBW Washington, following station's telecast of boxing bouts from New York. Agency: Booth, Vickery & Schwinn, Baltimore.

BRISTOL-MYERS, New York, has appointed McCann-Erickson's office in Buenos Aires to handle advertising of its product, Mum deodorant, in Argentina.

FORD DEALERS, through agency, J. Walter Thompson Co., New York, will participate in sponsorship of Louis G. Cowan package program titled "RFD America," Thurs. 9:30-10 p.m. on MBS, effective Jan. 8, 1948. Program is participation-quiz show and is directed specifically at farm audience. Program will be tied in with national, state, and local farm organizations and will originate in Chicago. Ford Dealers also sponsor "Fred Allen Show" on NBC

J. WILLIAM HORSEY, president of Dominion Stores Ltd. and General Bakeries, both in Canada, and of J. William Horsey Corp., of Florida, has been elected chairman of the board of Orange Crush Co., of Illinois, Inter-American Orange Crush Co., and Orange Crush Ltd., of Canada.

TRILLING & MONTAGUE, Philadelphia distributor of Norge products, will sponsor telecasts of all 24 home games of Philadelphia Warriors in Basketball Assn. of America, on WFIL-TV Philadelphia. Series extends to March 18, 1948. Agency: Campbell-Ewald Adv., Detroit.

COLGATE-PALMOLIVE-PEET Co., Toronto (Colgate's dental cream), has started spot announcement campaign on large number of Canadian stations. Agency: Spitzer & Mills Ltd., Toronto.

IMPERIAL TOBACCO Co., Montreal (cigarettes), Nov. 11 and 15 broadcast final Ontario football games on 5 Ontario network stations, 2-4:30 p.m. Agency: Harry E. Foster Agencies Ltd., Toronto.

PALM VILLAGE LAND Co., Palm Springs, Calif. (subdivision), has appointed Harrington, Whitney & Hurst Inc., Los Angeles, to handle regional advertising and is sponsoring daily five minute "Let's Talk About the Weather" on KMPC Hollywood. Other Southern California spot radio is planned.

ALIDA PRODUCTS Co., Tujunga, Calif. (Golden Dagger Lipstick), has appointed A. James Rouse Co., Los Angeles, to handle advertising. Media now being considered.

YANKEE DOODLE ROOT BEER, Los Angeles (mfgr.), has appointed Grant Adv., Hollywood, to handle national account. Radio will be used.

SWELL TIME ICE CREAM Corp., Burbank, Calif. (ice cream), has appointed Lockwood-Shackelford Adv., Los Angeles, to handle advertising. Weekly half-hour is being used on KMPC Hollywood.

GEORGE WESTON Ltd., Toronto (biscuits), will use transcribed spot announcement campaign for three months starting early in January, on number of Canadian stations. Agency: Alford R. Poyntz Adv. Ltd., Toronto.

BRITISH AMERICAN OIL Co., Toronto, Nov. 19 started Vancouver Symphony Orchestra broadcasts on 3 CBC Pacific network stations, Wed. 11:15 p.m.-12 midnight EST. Agency: Stewart, Lovick & McPherson, Vancouver.

O'KEEFE & MERRITT Co., Los Angeles (stoves), in addition to current campaigns, Nov. 10 started spot announcement schedules in San Francisco on KFRC KPO KGO KQW. Contracts are for 52 weeks. Agency: R. B. Atchison Adv., Los Angeles.

BROADWAY-SPRING ARCADE BUILDING Corp., Los Angeles (cooperative merchant group), has appointed Charles N. Stahl Adv., that city, to handle advertising. Firm has started five weekly quarter-hour "Arcade Quiz" on KLAC Hollywood.

HUDSON BAY Co., Winnipeg (chain department stores), has started quarter-hour program on number of Canadian stations. Agency: F. H. Hayhurst Co., Toronto.

ONTARIO HYDRO ELECTRIC SYSTEM, Toronto (conservation campaign for electric current), is using transcribed spot announcements on all Ontario stations. Agency: J. J. Gibbons Ltd., Toronto.

PRINCESS EVE PRODUCTS Corp., New York (cosmetic accessories), has appointed Capka & Kennedy Adv., Hollywood, to service national account.

QUAKER OATS Co., Peterborough, Ont. (Quaker products), has started 5-minute transcribed program and spot announcement campaign on number of Canadian stations. Agency: Spitzer & Mills Ltd., Toronto.

PERFECTION CORSETS Ltd., Quebec (foundation garments), has started transcribed spot announcement campaign on number of Canadian stations. Agency: R. C. Smith & Son, Toronto.

Manning Results

STATION and network sales executives often wonder about the sales pull of their program's commercials. But Knox Manning, CBS Hollywood commentator, is no longer in doubt about his ability to deliver for one of his sponsors, The Washington State Apple Association. Following a recent broadcast, the manager of Bit of Sweden, Los Angeles restaurant, called Mr. Manning and asked him to have two carloads of apples shipped.

U. S. Educational Levels Found to Be Still Rising

EDUCATIONAL LEVELS in the United States have continued to rise, according to latest Bureau of the Census figures released last week. J. C. Capt, Census director, issued an estimate which showed that over half the people over 20 years of age in the U. S. have completed the first year of high school.

One person in ten had completed less than five years of schooling, however, and the median number of grades completed is now nine-and-a-half. Females have a slightly higher level of attainment than males. The proportion of college graduates is higher among males, but a higher proportion of females has finished high school.

Younger people show a much higher educational level than the older groups. Persons 65 or older averaged 7.7 grades completed, while 20-24-year-olds have averaged 12.1 grades completed.

NETWORK ACCOUNTS

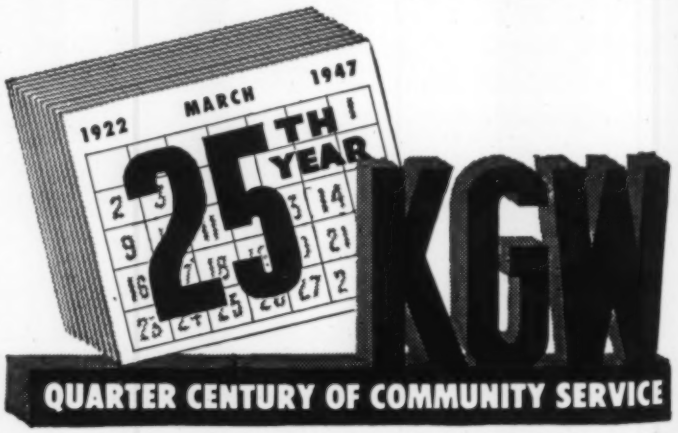
New Business

LAMBERT PHARMACAL Co., St. Louis (Listerine), Jan. 3 starts for 52 weeks "Abe Burrows Show" on CBS, Sat. 7:45-8 p.m. Agency: Lambert & Feasley, New York.

Net Changes

AMERICAN TOBACCO Co., New York (Lucky Strike Cigarettes), Dec. 24 drops "Jack Paar Show" on ABC Wed. 9:30-10:00 p.m. Agency: Foote, Cone & Belding, New York.

WARD BAKING Co., New York, Nov. 7 dropped five-time-weekly, quarter-hour program, "Tennessee Jed" on ABC. Agency: J. Walter Thompson Co., New York.



WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS ... ON THIS!

"THE MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for YOU in America's richest market!

INQUIRE NOW ABOUT OUR GUARANTEED
13 – 26 – 52 WEEK CONTRACT PLAN

WORL BOSTON'S BEST BUY!

BOSTON 16, MASS.

FORJOE & CO. • NATIONAL REPRESENTATIVES

Two Valuable Books on Broadcasting

TELEVISION ENCYCLOPEDIA

By Stanley Kempner

The first **non-technical** reference book ever published on television in **all** its major aspects, this book is the work of a leading writer and editor on television.

Television Encyclopedia has 87 illustrations, is 384 pages in length. It includes:

1. **A historical survey of television,** marking the milestones in its development.
2. **A Who's Who of the leading figures in television history.**
3. **A glossary of technical and trade terms.**
4. **A survey of television's merchandising prospects.**
5. **A bibliography**—easily the most complete in print on the subject.

This book will be of special interest and help to those having a career or hobby interest in radio and television, advertising, publicity, or publishing; it will give valuable data to the manufacturers and retailers of home furnishings; it will prove invaluable as a reference book for use in libraries, schools, and research agencies. Send for your copy now. Only $6.50.

Radio Broadcasting for Retailers

By Enid Day

Undoubtedly the most successful kind of radio program for retail merchants is the "personality" type. Here is a detailed account of how to build a sales and prestige producing program, by an outstanding and experienced exponent of this style. Enid Day, radio director of the Davison-Paxon Co., Atlanta, Ga., has written a book giving her formula for success in this type of program; it is based upon seventeen years of achievement.

For station executives, agency personnel, retail sponsors and radio careerists, Enid Day has an absorbing and fruitful story. She sheds light on a vast and somewhat overlooked field of opportunity in radio. Get your copy of this new book soon. More than 200 pages of sparkling text, with six appropriate pictures from the radio life of the author. Only $3.50. Mail your order now.

Fairchild Publications, 8 E. 13th Street, New York 3, N. Y.

Gentlemen:

Please send me __ copies of **Television Encyclopedia** by Stanley Kempner at $6.50 each.

Please send me __ copies of **Radio Broadcasting for Retailers** by Enid Day at $3.50 each.

(Please add 2% sales tax if delivered in N.Y.C.)

Name _____

Address _____

City _____ Zone No. _____

State _____

Mrs. Pearl Broxam

MRS. PEARL BENNETT BROXAM, 57, public interest director at WMT Cedar Rapids, Iowa, was fatally injured when the car she was driving collided with a truck near Cedar Rapids on Nov. 16. Before joining WMT in 1945, Mrs. Broxam spent 12 years as program director of WSUI, the state university's station in Iowa City. She was a former president of Zeta Phi Eta, women's professional speech arts fraternity. Mrs. Broxam organized the Cedar Rapids Radio Council and belonged to other educational organizations.

Mrs. Broxam

Dr. W. A. O'Brien

DR. WILLIAM A. O'BRIEN, 54, head of the postgraduate study department of the U. of Minnesota Medical School, who had been heard regularly over WCCO Minneapolis in health talks for 19 years, died suddenly Nov 15 at Minneapolis after suffering a stroke. Dr. O'Brien, representing the Minnesota State Medical Assn., was one of the first prominent physicians to go on the air for a regular series of health talks. His first broadcast was on April 3, 1928, and his last was given the morning of his death. Dr. O'Brien was a graduate of Notre Dame and the St. Louis U. School of Medicine. He is survived by his wife and six children.

Wins Script Award

COMEDY - DRAMA script, written by Joyce Culbertson of the program department of KWKH Shreveport, La., will be presented on the Nov. 26 broadcast of the *Dr. Christian* program on CBS. Miss Culbertson won $200 for her script, titled *Cupid's Boomerang*, in the 1947 competition of the Dr. Christian Award.

News

DON BELL, internationally known war correspondent, who covered Bikini Atom Bomb tests for all four major networks, has temporarily joined news department of WARK Hagerstown, Md., to deliver series of commentaries on current world situation.

JACK CHASE, night news editor at WCOP Boston, has transferred to day news editor. **CHUCK CROSBY,** sportscaster for WCOP, is doing 11 p.m. news daily, in addition to sports coverage.

GREN SEIBELS, news editor at WIS Columbia S. C., is the father of a boy, Robert Emmett 3rd.

JIMMY DOLAN, co-worker with **TED HUSING** on MBS football broadcasts and former CBS assistant director of sports, has been named executive secretary of the Sports Broadcasters Assn.

TONY WAKEMAN, sports announcer at WWDC Washington, is recuperating from a knee operation and is expected to resume his duties shortly.

CON J. D'ANDREA, for past ten years doorman of U. S. Senator's family Gallery, has joined staff of Senate Radio Gallery as second assistant superintendent, it was announced last week by **D. HAROLD McGRATH,** superintendent of the gallery. **ROBERT C. HOUGH,** whom Mr. D'Andrea replaces, moves up to position of assistant superintendent, which was vacated by resignation of **HARDY W. CROXTON,** who has joined State Dept.

SAM G. ROSS, news editor of CKWX, Vancouver, is the author of an article, "Private Radio Wants A Better Deal," in recent issue of Western Business & Industry.

JACK E. KRUEGER, radio news editor of WTMJ and WTMJ-FM Milwaukee, has been awarded citation for "exceptional quality in radio news-writing" by Sigma Delta Chi, national professional journalism fraternity. Award was based on scripts for two programs—"Background of the News" and "Today's Events"—which he prepares.

C. W. (Jack) JACKSON, director of agriculture for KCMO Kansas City, has been presented Honorary Lone Star Farmer Degree by Texas Delegation of Future Farmers. Award, said to be the association's highest, was given for Mr. Jackson's assistance in FFA work.

CLAIRE WALLACE, Toronto radio commentator, flew to England to attend wedding of Princess Elizabeth, and broadcast two thrice-weekly "They Tell Me" quarter-hour Trans-Canada network programs (Robin Hood Flour) from London on Nov. 19 and 21. She is to return to Canada by air on Nov. 24

Labor News

CURRENT NEWS in the field provides basis for "Labor In The News" program on KIRO Seattle. Leading labor news items are discussed on both sides of the question. Don Wollet, U. of Washington professor in labor law, conducts program in 15-minute format.

THE BRANHAM COMPANY, Representatives • 5 KWD 1 KWN

WOAI opens the door to this huge Southwest market

From the standpoint of either coverage or market, WOAI is tops in the Southwest.

Take WOAI'S primary daytime range, where there is a total of 381,600 families*. According to BMB† it covers 66 big, wealthy Texas counties in which 50% or more of the radio families listen to WOAI regularly.

The people in these counties spent $814,314,000* in retail stores last year. They have an estimated net buying income of over a billion dollars*

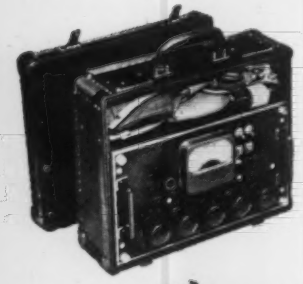
WOAI is the only single medium through which you can reach and tap this vast reservoir. Your Petry man can give you the details.

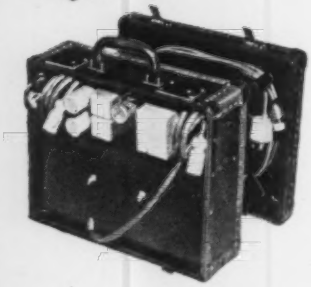
*Copr. 1947 Sales Management Survey of Buying Power; further reproduction not licensed.
†Source: BMB Study No. 1, Mar. 1946—Complete report free on request.

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.
NBC · TQN

WOAI *San Antonio*
50,000 **WATTS** *Clear* **CHANNEL**
THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

All set to "Go Places"





The 22D Portable Speech Input Equipment

The rugged, time tested 22D operates either from commercial a-c lines or from self-contained batteries. Chromium position-reference markers and raised pointers of the mushroom-type mixer knobs permit the operator to keep his eyes on the event he's covering, while maintaining complete control.

If you're looking for convenience of operation plus long and dependable service in an easily carried equipment, order your 22D now from your nearest Graybar Broadcast Equipment Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric

Western Electric — Distributed by Graybar — Offices in 95 Principal Cities

DISTRIBUTORS: In the U. S. A.—Graybar Electric Company. In Canada and Newfoundland—Northern Electric Company, Ltd.

—QUALITY COUNTS—

ANTHONY (Tony) J. KOELKER has been appointed stations relations manager for ABC Central Divisions, Chicago. He succeeds **ROBERT E. JONES Jr.**, who resigned to take over management of WIRL, new Peoria, Ill., station. Mr. Koelker has been sales program manager for ABC Central Div. since his discharge from USN in October 1946. He joined ABC as press department manager in 1942.

CHUCK WILEY, former member of MBS' midwest publicity office, and recently in charge of network co-op sales for division, has joined publicity department of WBBM Chicago.

CODY PFANSTIEHL, director of press information at WTOP Washington, has been appointed promotion manager in addition to his press information duties. Mr. Pfanstiehl joined WTOP in July 1947. **CAROL GRAF,** former advertising director for Tate-Brown Co., Charlotte, N. C. and previously UP bureau manager in Charlotte, has joined WTOP press information and promotion staff.

WDNC Tees Off

GOLF TEE inserted in promotion card released by WDNC Durham, N. C., announces that: "Soon! WDNC Will (tee) Off With 5000 Watts." Card is mailed in envelope which bears inscription, "Here's the Story of the 5000." Copy is written in golf language, stating that "the station that has always been noted for its ability to drive a message straight down the airways for top-flight results, now steps a . . way up to 5000 watts. . ."

Key Promotion

COLORFUL mailing piece featuring "Music for Remembering," program heard on KLX Oakland, has been issued by that station to the trade. Mailing piece is headed "KLX Has the Key To More Listeners Per Dollar! More Profits For You!" Keyhole on cover shows cartoon drawing of boy and girl holding hands. Inside pages of folder present illustrations of promotional gimmicks being used by the station to promote the show. This is second in series of campaigns in Northern California being conducted by KLX.

Dayton Business

REPRINT of article from Dayton (Ohio) Daily News revealing that business in Dayton "shows rise in all fields" has been released to the trade by WHIO Dayton. Article is reprinted on WHIO letterhead and bears banner below in large type reading, "Recession? Not In Dayton, Ohio!"

WIS Promotion

CIRCULARS promoting "The Ford Theatre," NBC show heard on WIS Columbia, have been distributed by that station. Large picture of Howard Lindsay, narrator of show, is featured in center of circular with copy "cordially inviting" listeners to hear "The Ford Theatre," sponsored by Ford Motor Co. and "your local Ford dealer." WIS also is distributing folders featuring its "Youth Speaks" program, heard Sat., 10:30-11:30 a.m. Folder describes format of show and invites comments.

Nutrena Feeds Dealers Sponsoring Iowa Co-op

NUTRENA FEEDS dealers throughout Iowa are sponsoring a 52-week weather roundup over Iowa Tall Corn Network, in which over 25,000 Nutrena Feeds dealers will be recognized. Each local station acknowledges three of its dealer sponsors on each of its two daily weathercasts. Sponsorship is handled on a local cooperative basis.

Show is aired four times a day: 7:45 and 8:30 a.m., and 4:25 and 4:55 p.m., with two local and two network programs. Clair Hull is account executive for Bruce-Brewer agency handling account, George Webber, general manager of Iowa Tall Corn Network, arranged for the programs. They are heard on: KBUR KROS KDEC KWDM KDTH KVFD KFJB KTRI KICD KAYX KSWI KSIB KOKX KWPC.

PROMOTION

Canned Promotion

CAN of Pennsylvania sweet peas, grown in Columbia County (Pa.), and "packed for you" by Bloomsburg Packing Co., has been sent to agencies and the trade by WCNR Bloomsburg, Pa. Wrapper on can features WCNR mike with frequency and power. Promotion copy invites recipient to "try these delicious, sweet, tender peas" for pleasure, and for advertising to "inquire for time on WCNR." Gimmick is first in series of promotions, tied in with Central Pennsylvania produced products.

KYW Host

WEST POINT CADETS will be entertained by KYW Philadelphia at dinner and dance following Army-Navy game Nov. 29. John Wanamaker Department Store will hold dance and dinner in its Great Crystal Tea Room in cooperation with KYW. All entertainment features will be in formal manner, with dinner and dance music by Clarence Fuhrman and the KYW Orchestramen. At 7 p.m. KYW will originate half-hour broadcast from the store.

Football Honor Roll

HONOR ROLL of outstanding high school football players in the area has been compiled by Tait Cummins, sports director for WMT Cedar Rapids. Certificates of honor will be sent to players and coaches by the station. Instead of naming first, second and third teams, Mr. Cummins grouped nominees into a squad. To select the squad, he sent ballots to more than 100 coaches in station's listening area, asking them to submit nominees. Station reports that coaches and players praised the idea as step forward in recognizing promising high school players.

WJBK License Tags

METAL LICENSE plates bearing call letters of WJBK Detroit, have been supplied to all station staff members. Call letters are displayed in black on white background. As Michigan requires only one state license plate, that being on rear of each vehicle, new promotion pieces are to be used on front of cars.

'Sold-Out (Soon)'

"BETTER STAKE a Claim on Clellan Card" is warning to advertisers given in latest promotional folder released by WCCO Minneapolis-St. Paul. Featuring "Spinner's Sanctum" program, conducted by Mr. Card, folder warns advertisers that other WCCO programs have been "sold-out" when requested by sponsors, and that availabilities on Mr. Card's program are going fast. Cover of folder is solid brown with sign at top reading, "Sold-Out (Soon)." Inside pages of folder give data on "Spinner's Sanctum," and cartoon drawing of announcer at WCCO mike surrounded by signs reading "The Property of . . . [sponsors]."

Fur Prize

FURS valued at $25,000 are to be awarded in contest conducted by General Mills Inc. on its "Betty Crocker Magazine of the Air" on ABC. Entrants must complete in 25 additional words or less, the sentence: "I like the Betty Crocker green split pea soup because. . ." Entry must be accompanied by package top from split pea soup. Contest closes today (Nov. 24).

New Program Schedules

TELEGRAMS to the trade were used to herald first issue of new program schedule of WISN Milwaukee. Telegrams were in verse form, and notified the recipient to watch for the forthcoming guide. Schedule will be issued in revised form twice a month. It is printed in dark red and black, and cover is used to feature WISN personalities, program participants and clientele.

Food Drive Packet

RADIO PACKET for guidance of stations in cooperating with Citizens Food Committee has been sent to stations by Charles Luckman, chairman. Prepared under direction of William Spire, committee radio director, packet suggests procedures for food conservation and includes program material, station breaks, 20-second and one-minute announcements, special announcements for child programs, special facts for women broadcasters.

Teachers' Manuals

THREE MANUALS have been published and distributed by WIP Philadelphia, to aid teachers and students in following three of the station's five in-school-listening educational programs. All handsomely printed and attractively illustrated, manuals outline programs for each series during coming school year. Each manual bears name of program it outlines.

RCA Neon Signs

POINT-OF-SALE identifier, a neon tubular window sign, is being made available to television set dealers by RCA Victor. Sign bears "RCA Victor Radio & Television" message in two lines and comes complete with all accessories, packed in specially-designed shipping crate to eliminate breakage dangers. Retailers obtain the signs through their distributors.

KMA Coverage Study

COVERAGE and market study has been released by KMA Shenandoah, Iowa, in form of 16-page booklet. A three-part study, booklet contains (1) findings of BMB, (2) area-wide telephone coincidental surveys and (3) analysis of three consecutive years of audience commercial mail. KMA is offering the booklet free to agencies, advertisers and stations on request.

WRBL

COLUMBUS • GEORGIA

NOW 5000 WATTS Day and Night

More *POWER-ful* than ever!

NATIONALLY REPRESENTED BY GEORGE P. HOLLINGBERY CO. ATLANTA, GA.

ACCURATE FACTS
about 13,000 Advertisers and their Agencies

STANDARD ADVERTISING REGISTER

Responsible for 95% of all U.S. ADVERTISING

• If you're directly or indirectly connected with advertising — if you need selling facts about the Companies and their Agencies who spend 95c of every national advertising dollar — you need the STANDARD ADVERTISING REGISTER.

• Here, cross-indexed for instant reference, are 13,000 companies with executive personnel, 12,000 brand names, and 47 product groups subdivided into 82 classifications. Here's the pertinent information you need to solicit the Advertiser or Agency by person or mail.

The REGISTER Lists

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executive
- Advertising Media Used
- Expenditures for previous year—Magazine, Farm Paper, Radio
- Advertising Appropriations
- Character, Extent of Distribution

The AGENCY LIST

Standard source of information about 2,000 U. S. and Canadian advertising agencies with list of their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

Free

Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.

330 WEST 42nd STREET
New York 18, N. Y.

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Chicago 1, Illinois

PLUG-IN AMPLIFIERS BY Langevin

These Langevin PLUG-IN units are all the amplifiers you need for complete studio audio facilities!

A pre-amplifier or booster, Type 116-A with PLUS 18 DBM power output—less than .5% total distortion from 50 to 15,000 cycles—frequency response ±1 db from 30 to 15,000 cycles.
A Program, monitor or booster amplifier, Type 117-A, with PLUS 30 DBM power output—less than .5% total distortion from 50 to 15,000 cycles (For monitor purposes at +39 DBM power output—less than 1% distortion from 50 to 10,000 cycles)—Frequency response ±1 db from 30 to 15,000 cycles.

Write today for our new booklet "PLUG-IN Amplifiers by Langevin"

The Langevin Company
INCORPORATED
NEW YORK: 41 W. 65 St., 23 • SAN FRANCISCO: 1050 Howard St., 3 • LOS ANGELES: 1000 N. Seward St., 38

TYPE 116-A

TYPE 117-A

Worthy of an Engineer's Careful Consideration

November 14 Decisions . . .

BY COMMISSION EN BANC

AM—1340 kc

San Luis Obispo Bcstg. Co., San Luis Obispo, Calif.—Granted CP new station 1340 kc 250 w unl.

AM—1380 kc

Wilmington Tri-State Bcstg. Co. Inc., Wilmington, Del.—Granted CP new station 1380 kc 1 kw DA-DN sharing with WAWZ; engineering cond.

AM—850 kc

WRUF Gainesville, Fla.—Granted CP to change hours from L-KOA to unl., install new trans. and DA-N and change trans. location; engineering cond.

Hearing Designated

Baker Bcstg. Co., Fresno, Calif.—Designated for hearing application for new station 1600 kc 1 kw unl. DA-2 and ordered that KUBA KPMO KASH be made parties to proceeding.

Modification of CP

WMBR Jacksonville, Fla.—Granted application for mod. CP to make changes in DA to obtain CAA approval, and for extension of completion date; engineering cond.

KLEE Houston, Tex.—Granted mod. CP to change DA-N to DA-DN (DA-2) and mount FM ant. on number two tower; engineering cond.

WKJG Fort Wayne, Ind.—Granted mod. CP to mount separate tower on site which is to be used for four tower AM DA.

WGTM Wilson, N. C.—Granted mod. CP to change type trans., for approval of DA, and to change trans. location.

SSA—1130 kc

KYOR San Diego, Calif.—Adopted order denying request for SSA to operate on 1130 kc with 100 w-N for period not to exceed six months.

Records Deleted

KGVN Grass Valley, Calif.—Granted request to delete all records relating to CP and modifications granted Jan. 16, March 31 and June 20, and cancel these authorizations.

Hearing Designated

WMPC Lapeer, Mich.—Designated for hearing application for mod. license to increase its hours of operation from specified to unl. except on Saturday, bringing total hours of operation to 90 hours per week. (Comr. Jett for Grant.)

Petition Denied

Birney Imes Jr., Grenada, Miss.—Adopted decision and order denying petition for reconsideration or rehearing of Commission's decision of June 12, 1947, denying application and granting that of Grenada Broadcasting Co., or in alternative for leave to amend and grant petitioner's application as amended, simultaneously with application of Grenada Broadcasting Co. (Comr. Jones not participating.)

License Renewal

WBAT Marion, Ind.—Granted renewal of license for period ending Nov. 1, 1950.

WWOD Lynchburg, Va.—Same.

KKIN Visalia, Calif.—Granted renewal of license for period ending Aug. 1, 1950.

KTNM Tucumcari, N. M.—Same.

KVFD Fort Dodge, Iowa—Same.

WCTT Corbin, Ky.—Same.

Hearing Designated

KYOS Merced and KXOA Sacramento, Calif. — Designated for consolidated hearing application of KYOS to change from 1490 kc 250 w unl. to 1480 kc 5 kw DA-N unl., with application of KXOA to change from 1490 kc 250 w uni. to 1480 kc 1 kw unl. DA-N.

WLAQ and WROM Rome, Ga.—Designated for hearing in consolidated proceeding applications of WLAQ and WROM, each requesting to change frequency and power of stations to 1400 kc 250 w unl.; and granted petition of WGNH that WROM be designated and petitioner made party to proceeding.

Forrest City Broadcasting Co. Inc., Forrest City, Ark.—Designated for hearing application for new station 1490 kc 250 w unl. and granted petition of KDRS that above application be designated and petitioner made party to proceeding.

November 14 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

WAGF Dothan, Ala.—Voluntary assignment of CP from John T. Hubbard, Julian C. Smith, Fred C. Moseley and Horace Hall d/b as Dothan Bcstg. Co. to Julian C. Smith, John T. Hubbard and Fred C. Moseley d/b as Dothan Bcstg. Co.

License for CP

WROD Daytona Beach, Fla.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KRUS Ruston, La.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFMD Frederick, Md.—Mod. CP which authorized increase power, install new trans. and change trans. and studio locations, for extension of commencement and completion dates.

KFVS Cape Girardeau, Mo.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

KMFR Great Falls, Mont.—Mod. CP which authorized new standard station for extension of completion dates.

KELN Ely, Nev.—Mod. CP as mod. which authorized new standard station for extension of completion date.

WCAP Asbury Park, N. J.—Mod. CP which authorized changes in vertical ant. and to mount FM ant. on AM tower, for extension of completion date.

WVNJ Newark, N. J.—Mod. CP which authorized new standard station for extension of completion date.

License for CP

WTNS Coshocton, Ohio—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSAN Allentown, Pa.—Mod. CP as mod. which authorized increase power, install. new trans. and DA-N, for extension of completion date.

WLBG Laurens, S. C.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant., trans. and studio locations. AMENDED re changes in ant. and ground system; type trans and change trans. and studio locations

KOGT Orange, Tex.—Mod. CP which authorized new standard station to change type trans., to change studio location and for extension of completion date.

License for CP

WBTM Danville, Va.—License to cover CP as mod. which authorized change frequency, increase power, install. new trans. and DA-N and change trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WRBL-FM Columbus, Ga.—Mod. CP as mod. which authorized new FM station for extension of completion date.

FM—100.1 mc

Tribune Pub. Co., Pratt, Kan.—CP new FM station (Class A) on Channel 261 100.1 mc, ERP 902.5 w.

Modification of CP

WUOA Tuscaloosa, Ala.—Mod. CP which authorized new noncommercial educational station for extension of completion date.

AM—1010 kc

Athens Bcstg. Co. Inc., Athens, Ala.—CP new standard station 1010 kc 250 w D.

(Continued on page 68)

ACTIONS OF THE FCC

NOVEMBER 14 to NOVEMBER 20

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

Robert W. Buckley
Account Executive
DANCER-FITZGERALD-SAMPLE,
NEW YORK
Broadcasting Yearbook is a conspicuous "first" with us as a reference source. We use it within our agency very often for handy factual data.
Robert W. Buckley
BROADCASTING
1948 YEARBOOK
F&P Knows
SPOT BROADCASTING
FINAL ADVERTISING DEADLINE DEC. 1

The HIGH-FIDELITY RECORDER...

...for the Studio Professionalist

RCA 73-B RECORDER, with its optional cabinet type MI-11827

RCA Type 73-B

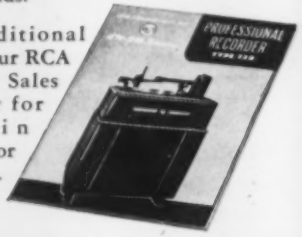
DESIGNED with almost every known device for cutting your high-fidelity reproductions, this professional recorder has everything you need for versatile control of cutting to meet any recording situation.

- For instance, a new improved cam-operated lowering device prevents stylus damage and overcutting . . . because it enables you to lower the flutter-proof cutting head gently with decreasing speed as the head approaches the spinning record.

- For instance, start and finish spiralling is controlled by a *separate* motor . . . push-button operated. Spiralling pitch: approximately 6 lines per inch at 78 rpm and 2.5 lines per inch at 33⅓ rpm.

- For instance, *you can change cutting from inside out to outside in* by the simple turn of a dial . . . without adjusting the lead screw or driving gears. The pitch is continuously variable, while recording, from 96 to 152 lines per inch to handle program overruns. During actual running, too, you can adjust the stylus cutting angle and cutting depth. Groove grouping is eliminated because the head rides smoothly along a tubular enclosure that protects the feed screw. An automatic equalizer . . . available on special order . . . compensates for recording-level variations due to changes in surface speeds.

For additional facts ask your RCA Broadcast Sales Engineer for Bulletin 1J3137 . . . or write Dept. 19-K.



CHECK THESE SPECIFICATIONS

Frequency response	30 to 10,000 cycles, ± 2 db
Head sensitivity (groove velocity 6.3 cm/sec., 0.00079" peak to peak at 1000 cps)	+ 30 dbm (1.0) watt
Turntable accuracy	± ½% 33⅓ or 78 rpm
Speed regulation (wows)	0.14% rms at 33⅓ rpm 0.07% rms at 78 rpm
Turntable drive	2 hysteresis type synchronous motors, using rim drive through rubber idler rollers
Type of stylus	Sapphire or Steel
Microscope	36 power Spencer
Playback	removable plate provided for mounting RCA Universal Pick-up arm, MI-11871

RCA

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

FCC Actions

(*Continued from page 66*)

Applications Cont.:

TV—174-180 mc

The WGAR Bcstg. Co., Cleveland—CP new commercial television station on Channel 7, 174-180 mc, ERP of vis. 11 kw, aur. 12 kw and unl.

Assignment of CP

KLAC-TV Los Angeles—Consent to assignment of CP to KMTR Radio Corp.

APPLICATION RETURNED

FM—Unassigned

Associated Electronic Enterprises Inc., Woonsocket, R. I.—CP new FM station (Class A) on frequency not specified, ERP 300 w. RETURNED Nov. 4, 1947.

TENDERED FOR FILING

Modification of CP

WKTY LaCrosse, W...—Mod. CP to change proposed trans. location using 580 kc 1 kw unl. DA-DN.

AM—1580 kc

Watertown Radio Inc., Watertown, Wis.—CP new standard station 1580 kc 250 w D.

November 17 Decisions . . .

DOCKET CASE ACTIONS

Petition Granted

Announced memorandum opinion and order granting petition of Lee-Smith Bcstg. Co., Faribault, Minn., insofar as it requests that Commission reconsider and vacate grant made July 28, 1947, authorizing KFNF Inc., Shenandoah, Iowa, to change trans. site, install new ant. and increase D power of KFNF from 1 to 5 kw, operating on 920 kc 500 w-N; insofar as petition requests that Commission grant this application, subject to cond. that applicant file application for mod. CP specifying DA-D which would afford petitioner's proposed operation protection in accordance with FCC standards, it is denied.

Ordered that those parts of July 28 order granting application of Lee-Smith Bcstg. Co. for new station Faribault on 920 kc 1 kw unl. DA and application of KFNF be vacated and set aside, and that order, insofar as it grants application of Associated Bcstrs. Inc., Wadena, Minn., remain in full force and effect; further ordered that application of Associated Bcstrs. Inc., be severed from Lee-Smith and KFNF applications (Comrs. Hyde and Webster not participating).

Announced proposed decision looking toward grant of application of Lee-Smith Bcstg. Co. for new station Faribault, Minn., 920 kc 1 kw unl. DA-D, and denial of application of KFNF to operate with increased power D with DA, without prejudice to immediate filing of application specifying operation which would provide proposed Lee-Smith station, and other proposed and existing stations with protection in accordance with FCC standards (Comrs. Webster and Hyde not participating).

BY THE SECRETARY

KGEZ Kalispell, Mont.—Granted license for increase in power to 250 w and install new trans.

WWSR St. Albans, Vt.—Granted license covering installation of new trans.

KRAL Rawlins, Wyo.—Granted license for new station 1240 kc 250 w unl.

KSIX Corpus Christi, Tex.—Granted license for new station 1230 kc, 250 w unl. and for change in studio location.

KTIL Tillamook, Ore.—Granted license for new station 1590 kc 250 w unl.

WSID Essex, Md.—Granted mod. CP to make changes in vertical ant.

WJJL Niagara Falls, N. Y.—Granted mod. CP for approval of ant. and trans. location.

Following were granted extension of completion dates to dates shown: KVVC, The Ojai Bcstg. Co., to 3-17-48; WCRS, Grenco Inc., to 5-26-48; WNAX, Cowles Bcstg. Co., to 2-9-48; WGWD, G. W. Covington Jr. to 12-13-47.

WOTW Nashua, N. H.—Granted license for new station 900 kc 1 kw D.

WBSC Bennettsville, S. C.—Granted license for new station 1400 kc 250 w unl.

WSLI Jackson, Miss.—Granted license for change to 930 kc, increase power to 5 kw-DA-N, install new trans. and DA-N and change in trans. location.

WEWO Laurinburg, N. C.—Granted license for new station 1080 kc 1 kw D and change of studio location.

KRNT Des Moines, Iowa—Granted mod. CP to change type trans.

KDHL Faribault, Minn. — Granted mod. CP to change type trans. and change studio location.

WANE Ft. Wayne, Ind.—Granted mod. CP to make changes in trans. and approval of ant., trans. and studio location.

WEMB San Juan, P. R.—Granted mod. CP to make changes in vertical ant. and change trans. location.

WVVW Fairmont, W. Va.—Granted mod. CP for approval of ant. and trans. location and to change studio location.

WBOC Salisbury, Md.—Granted mod. CP for extension of completion date to 11-16-47.

WLAM Lewiston, Me.—Granted license for new station 1470 kc 5 kw-DA unl.

KSIW Woodward, Okla.—Granted license for new station 1450 kc 250 w unl.

WSBT South Bend, Ind.—Granted license covering increase in power to 5 kw, install new trans. and changes in DA.

Albuquerque Bcstg. Co., portable, area Albuquerque—Granted license for new remote pickup station KNHU.

Minn. Bcstg. Corp., area Minneapolis—Granted license for new remote pickup station KNGL.

WEEB Southern Pines, N. C.—Granted mod. CP to change type trans., approval of ant. and trans. location and to change studio location.

Following were granted mod. CPs for extension of completion dates as indicated: WNJD, H. C. Winslow, Meadville, Pa. to 12-30-47; WHAI-FM, John W. Haigis, Greenfield, Mass., to 2-13-48; WOAP-FM, Argus-Press Co., Owosso, Mich., to 3-1-48; WTRC-FM, Truth Pub. Co. Inc., Elkhart, Ind., to 2-11-48; WPAM-FM, Miners' Bcstg. Service, Pottsville, Pa., to 1-15-48; WCAE-FM, WCAE Inc. Pittsburgh, to 3-1-48; KLX-FM, Tribune Bldg. Co., Oakland, Calif., to 2-3-48; WJNO-FM, WJNO Inc., W. Palm Beach, to 3-6-48; WCAO-FM, The Monumental Radio Co., Baltimore, to 4-10-48; WJLK, Asbury Park Press Inc., to 12-25-47; WHP-FM WHP Inc., to 5-26-48.

WTOB Winston-Salem, N. C.—Granted license for new station 710 kc 1 kw D and for change in studio location.

KAKE Wichita, Kan.—Granted license for new station 1490 kc 250 w unl. and to specify studio location.

WROW Albany, N. Y.—Granted license for new station 590 kc 5 kw-LS 1 kw-N unl. and specify studio location.

KTBB Tyler, Tex.—Granted license for new station 600 kc 500 w D.

KSCO Santa Cruz, Calif.—Granted license for new station 1080 kc 1 kw D.

KELP El Paso, Tex.—Granted license for new station 920 kc 1 kw D.

KSAC Manhattan, Kan.—Granted license for increase in power, install new trans. and vertical ant. and change in trans. location.

KIPA Hilo, T. H.—Granted license for new station 1110 kc 1 kw unl.

WWNC Asheville, N. C.—Granted license to use old trans. for aux. purposes with 1 kw.

KYSM Mankato, Minn.—Granted mod. CP for extension of completion date to 1-1-48.

KWRT Renton, Wash.—Granted mod. CP for approval of ant., trans. and studio locations.

KWBB Wichita, Kan.—Granted mod. CP to change type trans. and for approval of ant. and trans. location.

WRCS Ahoskie, N. C.—Granted mod. CP for approval of ant., trans. and studio location.

WLIZ Bridgeport, Conn. — Granted mod. CP for approval of ant. and trans. location.

Following were granted extension of completion dates, as shown: WEMP Milwaukee, to 5-26-48; WBBW Indianapolis, to 2-28-48; WKST New Castle, Pa., to 1-1-48.

November 17 Applications . . .

ACCEPTED FOR FILING

AM—640 kc

KFI Los Angeles—Authority to determine operating power by direct measurement of ant. power.

AM—980 kc

Central Valley Bcstrs., Merced, Calif.—CP new standard station 980 kc 1 kw D.

Modification of CP

WGPC Albany, Ga.—Mod. CP which authorized installation of new trans. and vertical ant. and change trans. location, for extension of completion date.

WSAR Fall River, Mass.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

AM—1240 kc

Suburban Bcstrs., Jackson, Mich.—CP new standard station 1240 kc 250 w unl. Contingent upon WJIM being granted change of facilities.

AM—1070 kc

WHPE High Point, N. C.—Authority to determine operating power by direct measurement of ant. power.

AM—1470 kc

The Midwestern Bcstg. Co., Toledo, Ohio—CP new standard station 1470 kc 1 kw DA unl.

AM—750 kc

KSEO Durant, Okla.—Authority to determine operating power by direct measurement of ant. power.

AM—1410 kc

Nashville Radio Corp., Nashville, Tenn.—CP new standard station 1410 kc 5 kw DA unl.

KRIG Odessa, Tex.—Authority to determine operating power by direct measurement of ant. power.

AM—1440 kc

Williamson Bcstg. Corp., Pikesville, W. Va.—CP new standard station 1240 kc 250 w unl. AMENDED to change frequency from 1240 to 1490 kc.

AM—1580 kc

Watertown Radio Inc., Watertown, Wis.—CP new standard station on 1580 kc 250 w D.

Modification of CP

WRCM New Orleans, La.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

WMUS-FM Muskegon, Mich.—License to cover CP which authorized new FM station.

Modification of CP

WMIN-FM St. Paul, Minn.—Mod. CP, as mod., which authorized new FM station to change ERP effective radiated power to 94.2 kw and make changes in ant. system.

(*Continued on page 73*)

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PROGRAMS

HEALTH CONDITION is dramatized each week in new series of programs heard on the Yankee Network. Titled "Doctors Orders," program is aimed at informing the public on problems of health and disease. After each drama, member of the medical profession is interviewed to give authentic medical data on the subject. Then each participating local station leaves the network and presents locally a home-town doctor who discusses his views on the condition. "Doctor's Orders" is a production of Radio-Providence and was sponsored on WEAN Providence for three years before becoming a network show. Program is now available for local, regional or national sponsorship.

News Quiz

TO STIMULATE radio listening and newspaper reading among high school students, "Inquiring Editor," weekly half-hour program, has started its third consecutive year on KDYL Salt Lake City. Program is presented by KDYL in cooperation with Salt Lake Tribune-Telegram. Representatives of station and paper visit each high school in Utah, recording the program which pits team of four boys against four girls in current events quiz conducted by Herb Kretchman, Telegram editor. Music for program is furnished by school band, chorus or orchestra. Programs are recorded early in week for broadcast over KDYL on Saturday. Each week the paper runs story with pictures of the program and announces host school for following week.

ELABORATE election returns reporting service was set up by WSPR Springfield, Mass., Nov. 4 when the city elected a mayor, city treasurer, and members of the board of alderman, school board and common council. As returns came in at the city hall from each of city's 66 precincts they were relayed to the broadcast lounge of Hotel Sheraton and posted on big blackboard (above). Cumulative total was maintained by WSPR throughout the evening of election day. L to r: Wayne Henry Latham, WSPR program director and production chief on election returns broadcasts; Elaine M. Kregeloh, Ellen H. Blodgett and Beverly M. Rathbun, WSPR staff members, and Albert J. Zack, station's news bureau chief.

Breakfast Show

AUDIENCE-participation show, aired from Click Theatre Restaurant, Philadelphia, is scheduled to start on WFIL Philadelphia, Nov. 29, under sponsorship of Parkway Baking Co. of Philadelphia. LeRoy Miller, WFIL morning man, will m.c. show, which is titled "Breakfast at the Click." Mr. Miller will interview restaurant crowd, awarding prizes to outstanding women in several categories, such as woman with most children, most recent bride, etc. Musical trio will move from table to table, serenading breakfast audience.

Thanksgiving Special

SPIRIT of Thanksgiving will be carried out on Nov. 22 broadcast of "Men-on-the-Street" show over WHKK Akron, Ohio. Bill Peirson, WHKK announcer, and Tom Egan, promotion manager, will attire themselves in costumes of old Pilgrim Fathers for the show, and grand prize of the day will be a large turkey. Live turkey will be mounted on top of WHKK radio car, for display purposes only. Winner will receive a prepared turkey, dressed and ready for cooking. Each person interviewed that day, who does not answer• questions correctly, will receive quart jar of cranberry sauce as consolation prize.

Complete Coverage

PLANE, half-track and Sherman tank were among broadcasting points used by WGNS Murfreesboro, Tenn., to cover the local Armistice Day parade. Using four pick-up points, WGNS believes it covered the event as completely as is possible. Point of command was on balcony of Rutherford County Courthouse, where John Dodd did color announcing. Buck Byrum, WGNS special events chief, did graphic on-the-spot broadcast from a half-track, and Charley Bragg aired his report while riding atop a Sherman tank. Airman's view of parade was furnished by Burton Carnahan, flying in a Cessna plane high above the streets.

Male Cook

FOOD NEWS and cooking hints from a gentleman homemaker is feature attraction of "The Mister Makes the Meals" program on WCBM Baltimore. Stan Lee Reed, Baltimore advertising man, has followed hobby of collecting recipes and cooking knowledge from all over the world and he now uses his collection for listeners' benefits on new series. Mr. Reed recently wrote an article on food news for Baltimore Sun, in which he told how to feed his family of five two meals daily on $12 weekly. Reader response was so great that WCBM signed him to air the cooking hints. At present program is carried as sustainer, but station reports that it is being expanded and food spots will be sold.

Auction Aired

GENUINE SOUND effects of Montana cattle are provided for new "Weekly Auction" program on KGVO Missoula, Mont. Station is airing activities of Missoula Livestock Auction Co.'s weekly sales, direct from the auction ring. During lulls in bidding, KGVO announcer inserts market trends, price data and announcements of future sales for benefit of farm listeners. Program is tape-recorded at 11:15 a.m. Thursdays and rebroadcast on KGVO 15 minutes later.

'Congress Today'

ACTION of special session of Congress is being reported direct from House Radio Gallery in new series on WOL Washington. Albert L. Warner, WOL news chief, broadcasts the series titled "Congress Today" Mon.-Fri. 6 p.m. under sponsorship of Bituminous Coal Institute, affiliate of National Coal Assn. Mr. Warner covers highlights of floor action, important committee hearings, statements by leading political figures and human interest stories of reporters and newsmen at the Capitol.

'This Is Hagerstown'

INTERVIEWS with local citizens in the news and descriptions of local news happenings are recorded daily by WARK Hagerstown, Md., and compiled into new program titled "This Is Hagerstown." After special events staff compiles suitable set of interviews, compilation is made with additional narrative script for the 15-minute daily show.

Musical Break

LISTENERS to WFMO (FM) Jersey City, N. J., are being treated to a "cheerful earful" during station identifications. Tinkly tones of a Swiss music-box are used as background for announcement of call letters. Melody used now is "Whistle While You Work." Station reports that tune will be changed from time to time in keeping with special holidays and seasons.

Co-op Newscasts

COOPERATIVE tie-in between KEEN San Jose, Calif. and city's Mercury-Herald & Evening News has been arranged whereby all newscasts are under joint auspices. In addition, newspapers will have their own sportscasts, garden program, farm reports at noon and a children's show, all handled by Mercury-Herald & Evening News personnel. Newspapers which hold no financial interest in station, has converted plant front show window into broadcast studio, and daily originates two newscasts from that point. Balance of daily newscasts originate from station proper. In arrangement worked out, newspapers publicize various programs of KEEN, abandoning former "hands off" policy on all radio.

Career Ladies

CAREERS FOR GIRLS will be featured on new weekly quarter-hour late afternoon program on CFRB Toronto. Program titled "Salute to the Girls," will give inside information of well-known or unusual occupations by members of the Zonta Club of Toronto, a club of business women.

Tom Harmon Show

SPORTS news and predictions are interminglied with appropriate recorded music on the five weekly "Tom Harmon Harmony Huddle," started by Tom Harmon, former All-American of U. of Michigan, on KIEV Glendale, Calif. Nationally known sports personalities are presented for interview twice weekly when program is expanded from 15 to 30 minutes. Smith-Golden Co., Glendale, (Dodge, Plymouth distributor), is sponsor.

Local Town Hall

LOCAL, regional and national affairs are discussed on "Southern Indiana's Town Hall Forum," new series on WCSI (FM) Columbus Ind. Aired Sunday, 1:30-2 p.m., program used roundtable format with panel of educators and journalists from southern Indiana colleges, high schools and newspapers participating. Listeners are invited to submit questions for discussion.

Covers Maneuvers

DURING recent Navy maneuvers off coast of San Diego, KYOR, in cooperation with that branch of service, accompanied first assault wave of troops to hit beach in Southern California war games. Clearing broadcast time for this event, station carried total of four hours of maneuvers during three days of operation.

Video Interviews

PROMINENT national officials are interviewed each week on WNBW, NBC Washington television station, on new series of telecasts titled "Story of the Week." Richard Harkness, network commentator, handles the show, which is presented Friday, 7:30-8 p.m. Each week Mr. Harkness interviews prominent persons in discussions of most important news story of the week.

Women's Club News

CLUB NEWS and local society events are presented weekly on WSTV Steubenville, Ohio, on "The Women's World" program, sponsored by local department store. Discussions of projects sponsored by community's club organizations also is featured, and program is offered to all women's clubs in area to air their activities. Only commercials used are opening and closing sponsor identification.

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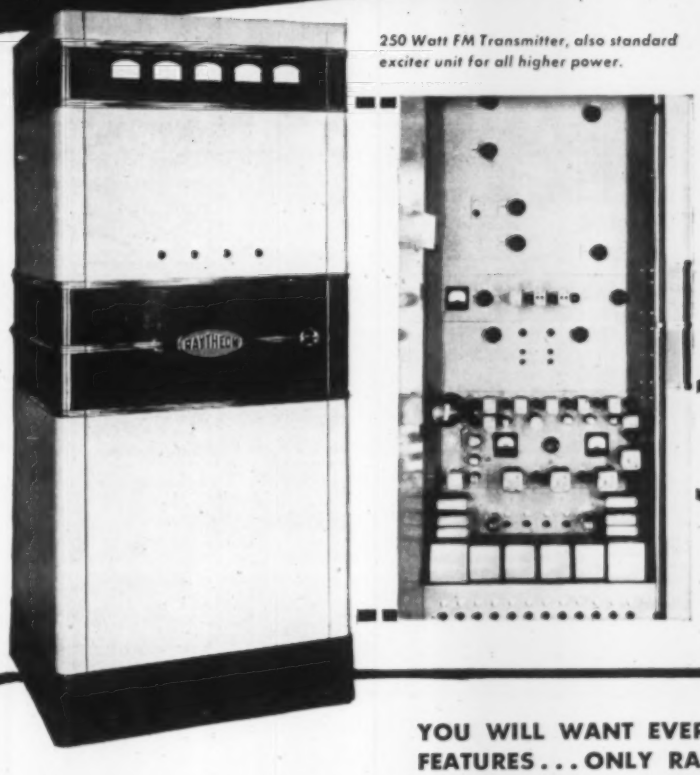

250 Watt FM Transmitter, also standard exciter unit for all higher power.

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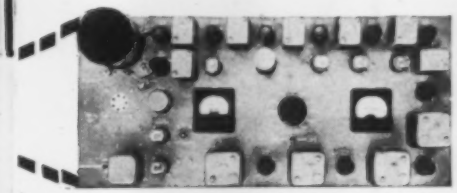

Above—Complete Cascade Phase Shift Modulator. Left—Front control panel of Transmitter.

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FCC Actions

(Continued from page 68)

Applications Cont.:

Modification of CP

WHNY Hempstead, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

WMGM New York—License to cover CP, as mod., which authorized changes in FM station.

Modification of CP

KONO-FM Seattle, Wash.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WEWS Cleveland—Mod. CP, as mod., which authorized new commercial television station, to request minor ant. changes, involving slight change in ERP, to designate types trans., to change studio location, to designate trans. location.

TV—174-180 mc

United Bcstg. Co., Cleveland—CP new commercial television station on Channel 7, 174-180 mc, ERP vis 32 kw, aur 16 kw and unl.

TV—192-198 mc

Empire Coil Co. Inc., Allison Park, Pa.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis 25.6 kw, aur 13.46 kw and unl.

TENDERED FOR FILING

AM—1250 kc

The Shelbyville Bcstg. Co., Shelbyville, Ill.—CP new standard station 1250 kc 250 w D.

AM—1440 kc

WMRC Greenville, S. C.—CP change frequency from 1490 to 1440 kc, power from 250 w to 1 kw, install DA-DN and new trans. and change trans. location.

November 18 Decisions . . .

DOCKET CASE ACTION

AM—550 kc

Announced decision granting application of WJIM Inc. to change facilities of WJIM Lansing, Mich., from 1240 kc 250 w unl. to 550 kc 1 kw unl. DA-DN, and denial of application of The Cincinnati Times-Star Co., to change facilities of WKRC Cincinnati from 550 kc 1 kw-N 5 kw-D unl. DA to 5 kw-N and to change DA, without prejudice to applicant's filing within 60 days application for use of 550 kc at Cincinnati which would afford protection in accordance with standards to all existing and proposed stations except that it may radiate 175 mv/m equivalent for a 311 wavelength ant. in horizontal plane in direction of Lansing, Mich. (Comrs. Denny and Hyde not participating; Comr. Jones dissenting).

BY THE COMMISSION

WMRO Aurora, Ill.—Designated for hearing application to change facilities from 1280 kc 250 w D to 1280 kc 100 w-N 250 w-LS unl. in consolidated proceeding with applications of WJOI and WGBF and ordered that WTCN Minneapolis be made party to proceeding.

ACTIONS ON MOTIONS

(By Commissioner Jones)

KSFT Trinidad, Col.—Granted petition insofar as it requests intervention in proceeding on application of WGBF.

Harrell Bcstg. Co., Gainesville, Fla.—Granted petition to dismiss without prejudice application.

WTOC Savannah, Ga.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

WCAU Philadelphia — Granted petition for leave to intervene in proceeding on application of Home News Pub. Co.

Seward County Bcstg. Co., Liberal, Kan.—Granted petition for leave to amend application to specify 1270 kc 1 kw D in lieu of 1400 kc 250 w unl.

North Plains Bcstg. Co., Perryton, Tex.—Granted petition requesting that application be removed from hearing docket.

McMinnville Bcstg. Co., McMinnville, Ore.—Granted petition for leave to amend application with respect to legal and financial qualifications, etc.

Beacon Bcstg. Co. Inc., Boston—Granted petition for leave to amend application with respect to financial qualifications, etc.

KNOW Austin, Tex.—Denied petition requesting enlargement of issues designated for hearing in proceeding on application of Bee Bcstg. Co.

Cedar Rapids Bcstg. Corp. Inc., Cedar Rapids, Iowa—Granted petition for extension of time within which to file exceptions in re application and time was extended to Nov. 26.

KOY Phoenix, Ariz.—Granted petition for 30 day continuance of hearing in re application scheduled Nov. 17 and continued same to Dec. 19.

WELO Tupelo, Miss.—Granted petition for continuance of hearing in re application now scheduled Nov. 24 and continued same to Jan. 21, 1948.

The Fort Industry Co., Lima, Ohio—Granted petition for leave to intervene in proceeding on application of Motor State Bcstg. Co.

KTBS Shreveport, La.—Granted petition for leave to amend application to change trans. site and add engineering Exhibit 14.

The Capital Bcstg. Co., Annapolis, Md.—Granted petition for leave to amend application to show change in petitioner's officers, directors and stock subscribers.

WSAN Allentown, Pa.—Dismissed petition requesting that Commission mod. order of Oct. 8 designating presiding officer in proceeding on application of United Bcstg. Corp.

KLCN Blytheville, Ark.—Granted petition to dismiss without prejudice application.

Washtenaw Bcstg. Co. Inc., Lansing, Mich.—Granted petition for leave to amend application, to change location from Lansing to Ann Arbor, Mich., and to make other changes corollary thereto in re financial qualifications, etc.

Eagle Printing Co. Inc., Butler, Pa.—Granted petition for extension of time within which to file exceptions to Commission's proposed decision in re application and that of Frank R. Smith Jr. and the time was extended to Nov. 28.

Logansport Bcstg. Corp., Logansport, Ind.—Granted in part petition requesting advancement of hearing date in re application and scheduled said hearing for Nov. 26 and Dec. 10 at Washington.

The Montana Network Inc., Missoula, Mont.—Granted petition to dismiss without prejudice application.

Paul H. Chapman, Greensboro, N. C.—Granted petition requesting dismissal of application, and ordered that application of Guilford Bcstg. Co. be removed from hearing docket.

The St. Andrew Bay Bcstg. Co. and Bay County Bcstg. Co., Panama City, Fla.—Commission on its own motion continued consolidated hearing on these applications presently scheduled Nov. 17-18 at Panama City, to Dec. 11-12 at that place.

Valdosta Bcstg. Co., Valdosta, Ga.—Granted petition for leave to amend application to submit revised engineering Exhibit 11 in lieu of Exhibit 10, etc.

(By the Commission)

Eugene Bcstrs. Inc., Eugene, Ore.—Denied petition insofar as it requests that place of hearing on application be changed from Washington to Eugene, Ore.

John F. Kramer, Cambridge, Md.—Denied petition for continuance of hearing now scheduled Nov. 13 in re application and The Capital Bcstg. Co.

November 19 Decisions . . .

BY THE COMMISSION

AM—930 kc

Announced adoption of memorandum opinion and order granting petition of North Jersey Bcstg. Co. Inc. for reconsideration of Commission's action of April 10, 1947, granting application of The Monocacy Bcstg. Co. to increase power of WFMD Frederick, Md., from 500 w to 1 kw, operating unl. on 930 kc; set aside said action and designated application for hearing, commencing Nov. 26, 1947, in consolidated proceeding with application of North Jersey Bcstg. Co. Inc. to increase power of WPAT Paterson, N. J., from 1 to 5 kw and change time of operation from D to unl. on 930 kc (Comrs. Hyde and Webster not participating; Comr. Jones dissenting).

Williamson Bcstg. Corp., Pikesville, Ky.—Denied petition insofar as it requests application of Sec. 1.391 of rules relating to special waiver of hearing procedure to its application for new station 1490 kc 250 w unl. and ordered that said application be removed from hearing docket.

November 19 Applications . . .

ACCEPTED FOR FILING

License for CP

WXAL Demopolis, Ala.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTSC Tucson, Ariz.—Mod. CP which authorized change frequency and power, install new trans. and DA-N and change trans. location, to make changes in DA and change trans. location and for extension of completion date to 180 days after grant.

License for CP

KITO San Bernardino, Calif.—License to cover GP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WINK Fort Myers, Fla.—License to cover CP which authorized install new trans.

WLPO La Salle, Ill.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WVLN Olney, Ill.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WKIC Hazard, Ky.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

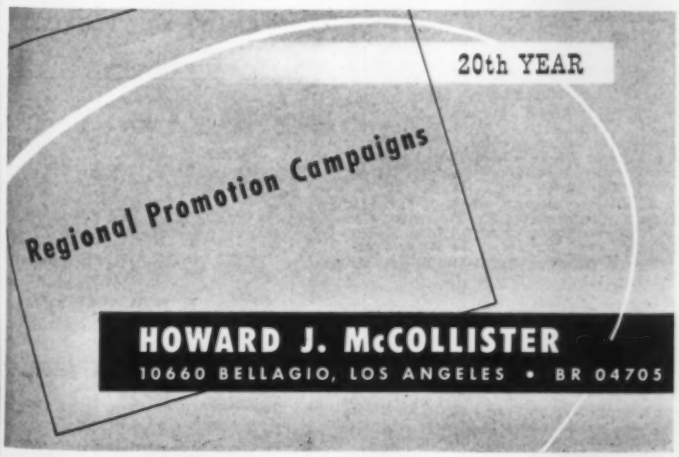
Modification of CP

WAFB Baton Rouge, La.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

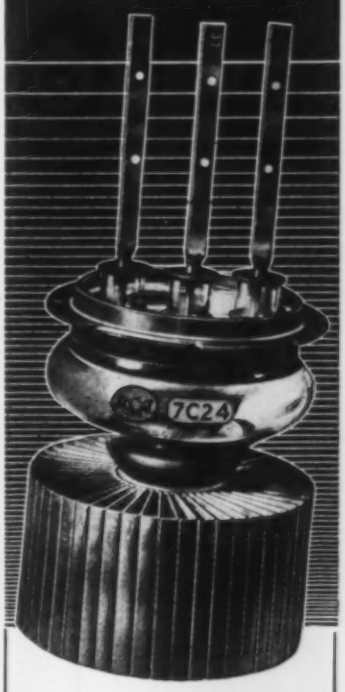
AM—1130 kc

WDGY Minneapolis — CP increase power from 500 w-N 5 kw-D to 50 kw-DN, change hours from limited to unl., install new trans. and DA-DN and change trans. location. AMENDED to change power from 50 kw to 25 kw N 50 kw D, make change in DA and change trans. location.

(Continued on page 74)



RCA
TUBES



THE STANDARD OF COMPARISON IN BROADCASTING

RCA Power Tubes for FM

RCA's leadership in FM tube development again contributes new, more efficient tubes for FM broadcast stations.

New metal header types. Originated by RCA, tubes such as the RCA-7C24 shown above, and the RCA-9C26 . . . have opened new horizons in FM broadcast transmitter design and performance.

RCA's modern manufacturing and quality-control techniques are your assurance of higher quality FM power tubes that reduce your operating costs. For real tube economy in your station operation, buy RCA tubes. For information, write RCA, Sales Division, Section P36-K1, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

FCC Actions

(Continued from page 76)

Applications Cont.:

AM—1580 kc

Benlee Bcstg. Co., Patchogue, N. Y.—CP new standard station 1370 kc 500 w D. AMENDED to change frequency from 1370 to 1580 kc and change power from 500 w D to 250 w D; change type trans. and make changes in ant. and ground system.

Modification of CP

WARC Rochester, N. Y.—Mod. CP which authorized new standard station to change type trans. and trans. equipment.

License for CP

WARC Rochester, N. Y.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WESA Charleroi, Pa.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KLIF Oak Cliff, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1540 kc

Kitsap G. I. Bcstrs. Inc., Bremerton, Wash.—CP new standard station 850 kc 1 kw D. AMENDED to change frequency from 850 to 1540 kc.

License for CP

WBIZ Eau Claire, Wis.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—730 kc

Alvin E. O'Konski, Merrill, Wis.—CP new standard station 1230 kc 250 w unl. AMENDED to change frequency from 1230 to 730 kc, power from 250 w to 1 kw D; change hours from unl. to D; change type trans. and make changes in ant. and ground system, change trans. and studio locations.

AM—920 kc

Metropolitan Bcstg. Co., Milwaukee—CP new standard station 920 kc 100 w D. AMENDED to change studio location to Whitefish Bay, Wisc.

Modification of CP

WTOC-FM Savannah, Ga.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Acquisition of Control

WJOB-FM Hammond, Ind.—Voluntary acquisition of control of permittee corporation from O. E. Richardson to Robert C. Adair.

Modification of CP

WWHB Indianapolis—Mod. CP, as mod., which authorized new commercial television station for extension of completion date.

WTVO Detroit, Mich.—Mod. CP, as mod., which authorized new commercial television station for extension of completion date.

WLWD Dayton, Ohio—Mod. CP which authorized new commercial television station for extension of commencement and completion dates.

APPLICATION RETURNED

FM—105.7 mc

Dalton Bcstg. Corp., Dalton, Ga.—CP new FM station (Class B) on Channel 289, 105.7 mc, ERP 25.63 kw. RETURNED Nov. 18, 1947. Program analysis not submitted.

TENDERED FOR FILING

Transfer of Control

KSJO and KSJO-FM San Jose, Calif.—Consent to transfer of control of stock owned by Redwood Bcstg. Co. Inc. in KSJO-AM and CP for KSJO-FM to Patrick Healy Peabody.

AM—1320 kc

The Canisteo Radio. Corp., Hornell, N. Y.—CP new standard station 1320 kc 1 kw D.

Assignment of License

KCOR and KCOR-FM San Antonio, Tex.—Consent to assignment of license and CP of AM and CP of KCOR-FM to KCOR Inc.

November 20 Applications . . .

ACCEPTED FOR FILING

License for CP

KGHI Little Rock, Ark.—License to cover CP, as mod., which authorized change in frequency, increase in power and install new trans. and DA-N and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KLMR Lamar, Col.—Mod. CP which authorized new AM station for extension of completion date.

KHON Honolulu—License to use old main trans. (composite) for aux. purposes with 250 w and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSOY N. of Decatur, Ill.—Mod. CP, as mod., which authorized install new trans., make changes in ant. and mount FM ant. on top of AM tower and change trans. and studio locations for extension of completion date.

License for CP

WBOC Salisbury, Md.—License to cover CP, as mod., which authorized change in frequency, increase in power, changes in trans. equipment and install DA-N and install new trans. and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSKB McComb, Miss.—Mod. CP, as mod., which authorized change in frequency, increase in power, install new trans. and DA-N and change in trans. and studio locations for extension of completion date.

KNEB Scottsbluff, Neb.—Mod. CP which authorized new standard station to change frequency from 960 to 970 kc, and for approval of ant. and trans. location.

License for CP

WKRT Cortland, N. Y.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WEEB Southern Pines, N. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCPA Clearfield, Pa.—Mod. CP which authorized new standard station to change power from 500 w to 1 kw.

License for CP

WCLO Janesville, Wis.—License to cover CP which authorized to make changes in vertical ant. and mount FM ant. on AM tower and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WLCW La Crosse, Wis.—Mod. CP which authorized new standard station to make changes in trans. equipment, and to change trans. location.

KNAK Salt Lake City, Utah—Mod. CP, as mod., which authorized change in frequency, increase in power, changes in trans. equipment and vertical ant. and install DA-N to change power from 500 w to 500 w-N 1 kw-D and make changes in trans. equipment.

Modification of CP

KWFM Pasadena, Calif.—Mod. CP which authorized new FM station for extension of completion date.

WRC-FM Washington, D. C.—Same.

WSOY-FM Decatur, Ill.—Same.

Acquisition of Control

WFAM Lafayette, Ind.—Voluntary acquisition of Control of Robert C. Adair to O. E. Richardson.

FM—105.7 mc

The Northern Corp., Boston, Mass.—CP for new FM station (Class B) to be operated on Channel 289 105.7 mc, ERP of 20 kw.

License for CP

WEW-FM St. Louis, Mo.—License to cover CP, as mod., which authorized new FM station.

WJLK Asbury Park, N. J.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WATC Watchung, N. J.—Mod. CP which authorized new FM station to change studio location to "to be determined," Morristown, N. J. specify trans. site as 54 Chestnut St., Norristown, N. J.; type of trans. as RCA BTF-1C Max. 1 kw and specify ant. system.

Modification of CP

WGBR-FM Goldsboro, N. C.—Mod. CP, as mod., which authorized new FM station to change ERP to 35.2 kw; ant. height above average terrain to 358 feet; make changes in ant. system and change commencement and completion dates.

WJW Cleveland, O.—Mod. CP which authorized new FM station to specify type trans. site as Ridge and State Roads, near North Royalton, Ohio; change ERP to 12.6 kw; ant. height above average terrain to 597 feet and specify ant. system.

WLSC Lancaster, S. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WKST, Inc., KWST-FM New Castle, Pa.—Same.

WWOF Greenfield, Wis.—Same.

WDUL Superior, Wis.—Mod. CP, as mod., which authorized changes in

DuMONT Television Network is preparing a promotion campaign for "Television's First Glamor Girl," Sylvia St. Claire, French songstress featured in a weekly DuMont program. Broadway in 1944.

The

NORTH CAROLINA STATE NETWORK

BLANKETING THE TARHEEL STATE

with 1 kw Daytimers

announces

the appointment of

The FRIEDENBERG AGENCY, Inc.

as

EXCLUSIVE NATIONAL REPRESENTATIVE

WGLT—KANNAPOLIS
870 KC (CHARLOTTE)

WADE—WADEBORO
1210 KC

WTNC—THOMASVILLE
790 KC

WEWO—LAURINBURG
1080 KC

WBBO—FOREST CITY
780 KC

WWGP—SANFORD
1050 KC

WKBC—NORTH WILKESBORO
810 KC

WGWR—ASHBORO
1260 KC

WFNS—BURLINGTON
1150 KC

E. C. QUALLS, *President*
H. A. SEVILLE, *Gen. Mgr.*

WORLD'S BEST TOBACCO MARKET

WBTM-FM

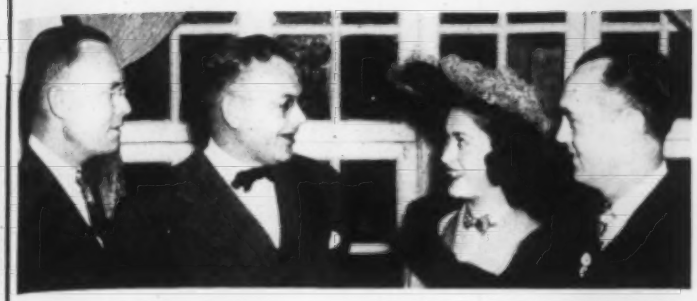
DANVILLE, VIRGINIA

32,000 WATTS

97.9 MEGACYCLES

GEORGE P. HOLLINGBERY CO.
National Representatives

WORLD'S BIGGEST TEXTILE MILLS



INTERNATIONAL ANGLE entered the picture at the broadcasters' party of Southwestern Assn. of Advertising Agencies in El Paso. William L. Kline (l), manager of the new 5-kw KEPO El Paso (scheduled to begin about Dec. 1), was host to 35 agency executives and their wives at a dinner dance at Juarez, Mex. Nov. 9, in conjunction with the SAAA convention. Second from left is Herald Beckjordan, executive assistant secretary of AAAA; beside him is Cecilia Partearroyo, Spanish copywriter for deBruyn Advertising Agency; at right is Thomas F. Conroy, head of San Antonio agency bearing his name and past president of SAAA.

FM station for extension of completion date.

TV—44-50 mc

E. Anthony & Sons Inc., North Dartmouth, Mass.—CP for new commercial television station to be operated on Channel 1 44-50 mc, ERP of vis 1 kw aur. 798 kw unl.

Remote Pickup

James R. Doss Jr., area Tuscaloosa, Ala.—CP for new remote pickup station to be operated on 30.82, 33.74, 35.82, 37.98 mc, power of 20 w and emission A3 hours of operation in accordance with Section 4.403.

ACCEPTED FOR FILING

Modification of CP

WDTR Detroit, Mich.—Mod. CP, as mod., which authorized new non-commercial educational station for extension of completion date.

TENDERED FOR FILING

Assignment of License

WEBJ Brewton, Ala.—Consent to assignment of license to Brewton Bcstg. Co. 1240 kc.

Transfer of Control

KOOL Phoenix, Ariz.—Consent to transfer of control from Carl Dexter Haymond, John K. Clarke, Herbert M. Bingham, Frank Beer, James A. Murphy, Paul F. Benton and Jerrold P. Geehan to (Orvon) Gene Autry.

AM—1490 kc

Grand Haven Bcstg. Co., Grand Haven, Mich.—CP for new standard station to be operated on 1490 kc 250 w unl.

Transfer of Control

KVNI Coeur d'Alene, Idaho and KNEW Spokane, Wash.—Consent to transfer of control of stock from The Scripps Newspapers, Inc. to Burl C. Hagadone and Harry Hanke Jr.

AM—560 kc

KPQ Wenatchee, Wash.—CP to make changes in DA system.

Hearings Before FCC . . .

NOVEMBER 24

AM—Hearing

WHLS Port Huron, Mich.—License renewal. Complaint.

Oral Argument
(Before Commission)

WABW and WBBW Indianapolis—Assignment of license from Associated Bcstrs. Inc. to Evansville on the Air or Radio Indianapolis Inc.

Johnston Bcstg. Co. and WTNB Birmingham, Ala.—CP 850 kc 1 kw-N 5 kw-LS unl. DA-N.

NOVEMBER 24-25

AM—Hearing

Perth Amboy Bcstg. Co., Perth Amboy, N. J.—CP 1510 kc 250 w D.

Union Bcstg. Co., Elizabeth, N. J.—Same.

To be held Nov. 24 City Hall, Perth Amboy, and Nov. 25 Civil Service Room, Post Office Bldg., Elizabeth.

NOVEMBER 25

Further Hearing

WBAL Baltimore—License renewal.

Public Service Radio Corp., Baltimore—CP 1090 kc 50 kw unl.

Further Hearing

Atlantic City Bcstg. Corp., Atlantic City, N. J.—CP 1230 kc 250 w unl.

Strand Bcstg. Corp., Atlantic City, N. J.—Same.

Other participant: WCAU Philadelphia, intervenor.

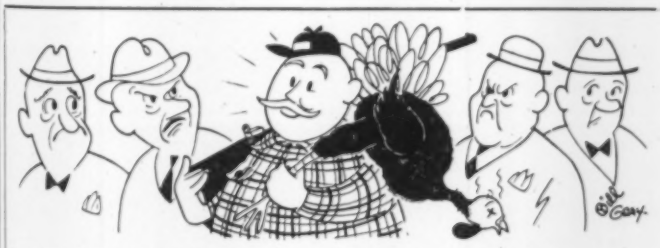
NOVEMBER 26

AM—Hearing

WPAT Patterson, N. J.—CP 930 kc 5 kw unl. DA-DN.

WFMD Frederick, Md.—CP 930 kc 1 kw unl.

WNJR Newark, Newark Evening News station, has appointed Levy Adv., Newark, as advertising agent. Joe Gans is the account executive.



Find the advertiser who's got plenty to give thanks for . . . he's just bagged himself a quick-profit spot on Rochester's new live-wire, up-and-at-'em station— **WVET**

BASIC MUTUAL STATION
ROCHESTER, NEW YORK
5000 WATTS 1280 K. C.
NATIONALLY REPRESENTED BY WEED AND CO.

Changes in NARBA Sought by Mexico

'National' Urged to Replace 'Clear Channel' Designation

SEVERAL proposals for revision of North American broadcast assignments were submitted last week to the NARBA meeting at Havana by the Cuban delegation as discussion of Part II of the agenda continued. Part II covers technical-policy matters.

Nicolas de Mendoza, of the Cuban delegation, said the country will ask the Canadian conference next August for approximately 12 Class 1B assignments and urge that 60 of the 107 channels be made Class I, including 540 kc. Canada previously proposed that 540 kc be IA for Canada.

Cuba also suggested that clear channels be called "national channels," with minimum power of 10 kw. Should stations on these channels go over 50 kw, this would be the maximum power permitted toward any other country. Cuba proposed that Class IV be increased to a maximum of 1 kw daytime, with minimum of 1 kw for Class II.

Cuban Standpoint

Mariano Durland, speaking for Cuba, favored elimination of the present 650-mile restrictive rule and substitution of specific field strength contours since Cuba is only 90 miles from the U. S. border at Key West.

The U. S. presented a new skywave chart which takes into consideration latitude effects. These show 10% and 50% skywave curves.

All but Mexico agreed to the U. S. 50% RSS procedure in determining night interference but Mexico deferred decision pending further study for its effect on the present allocations structure. All agreed, however, to change to RSS instead of present RMS procedure.

The Havana meeting is expected to wind up about Dec. 15. It opened Nov. 1.

NAB Publishes Industry Testimony on White Bill

INDUSTRY testimony at hearings on the White Ball (S-1333) to amend the Communications Act is excerpted in a 322-page volume published by the NAB. It is being mailed to 10,000 institutions and individuals as "a unique and important contribution to the subject of Federal law and regulation, and freedom of expression, in the field of mass communications."

An appendix carries text of the proposed bill, section-by-section commentary and information on network operations. The book is designed to serve as a reference work in any study of laws and regulations affecting broadcasting as well as a guide in formulation of future legislation.

ELECTRONIC BARGAINS

1320 feet, 4 conductor, rubber covered, shielded all copper wire only $25 a reel F.O.B. Louisville.

On steel reels, used, excellent condition. Quantity Discounts.

SPECIALS!

WE 2' patchcords $5 each in lots of 12. List $11.00.

WE 6' patchcords $5 each with test clips on one end.

•

Brand new TP-3 sound powered field telephones, complete with manual. $17.50 each.

•

RCA 709B VHF and television sweep generators, complete, brand new, only $400 each. Factory list is $675 today!

•

WE 218A jacks, new, 25c each, in lots of 50 Quantity discounts.

•

WE single and double jack mounts, less jacks, $8 and $15. With jacks, $15 and $30.

•

Send for our new bargain list of new, used, surplus broadcast gear. Only a few of those coaxial line dehydrators left at $200.00 each.

ELECTRONIC SERVICE CO.

431 W. JEFFERSON ST.
LOUISVILLE 2, KENTUCKY

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

FM STATION

W---CAPITAL OLD DOMINION

NOW OPERATING

18½ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In this Major Market

USE WMBG

REPRESENTED BY JOHN BLAIR & CO.

5000 WATTS

Bill Stern · Charlie McCarthy · Fred Allen · Jack Benny · Bob Hope · Fibber McGee and Molly

NBC AFFILIATE

TESTIMONIALS

We Got 'Em!

LENNEN & MITCHELL, Inc.

"I regard The Texas Rangers as one of radio's outstanding acts."

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, *at cost* is an attractive song book for give-away or self-liquidating offer.

Write or Wire for Complete Details

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

Geo. E. Halley, Mgr. Syndicated Features

PICKWICK HOTEL, KANSAS CITY 6, MO.

Death Knell

(*Continued from page 17*)

city with 13 channels, let alone with 10.

F. W. Littell, Shell Pipe Line Corp., Houston, representing the Petroleum Industry Electrical Assn., urged the recognition of a regular radio service for his industry.

Don E. Petty, NAB general counsel, objected to FCC's proposal on ground that it would narrow the portion of the spectrum available for broadcast services; would force cessation of specific operations, thus working immediate hardship on the public; would foreclose development of local community TV, and would violate the allocation plan of 1945, the "assurance of the certainty of which has been the basis of planning, construction and operation in the broadcast services."

George Grammer, technical director, American Radio Relay League Inc., recommended elimination of TV Channel 2 (54-60 mc) rather than Channel 1. He said this would solve for TV "the greater problem of second-harmonic interference" from industrial-scientific-medical, "amateurs and other services now working in the 27 to 30 mc region."

Aeronautical Radio Inc., represented by counsel, Donald C. Beelar, said that because of terrain problems it may need 72-76 mc for a few years for communication and control operations pending development of permanent vhf link service in 950-980 mc area.

Thomas N. Dowd, counsel for Trent Broadcasting Corp. and Yankee Network, pointed out loss of all primary TV service for Trenton and Hartford, and to some extent for Bridgeport, through adoption of FCC's proposal. Trent Broadcasting, WTTM Trenton licensee, is applying for TV Channel 1 in that city while Yankee seeks Channel 1 at Hartford. He also pointed out the extensive low-band FM network operations of Yankee through WGTR Boston and WMNE Portland, Me., citing the great loss of existing service which could not be replaced immediately even by wire lines.

F. J. Bingley, Philco Corp., testifying as chairman of the RTPB Panel 6 Committee on Shared Services, said video service could be practically destroyed within the 5,000 mv/m contour due to interference from local fixed stations on adjacent channels and that a substantial amount of the rest of the service area could be lost due to other causes.

TUESDAY

Under cross-examination Tuesday morning, Mr. Bingley said he thought the only problem in AT&T's sharing plan would be its possible effect on "a growing television service," and that, with respect to ARRL's proposal, he thought the Commission plan was better.

J. R. Poppele, vice president and chief engineer of WOR New York and president of Television Broadcasters Assn., said TBA was convinced that "12 channels without sharing are certainly preferable to 13 channels with sharing," but insisted that "a minimum of three additional six-mc, interference-free channels are necessary for an adequate, equitable television broadcast service."

He characterized the present 13 channels as "the foundation" of TV service. Deletion of Channel 1, he said, would deprive many metropolitan areas of "any means of community self-expression by television broadcast," and, "of an even more critical nature," would cause a similar loss to "the hundreds of small towns which would necessarily rely upon Channel 1."

With 15 commercial TV stations now on the air and 55 under construction, he said the dollar value of annual video broadcast equipment production would be $4,700,000 in 1947 and reach $12,000,000 in 1949, while the value of sets produced this year would be $74,000,000 and approximately $460,750,000 in 1949. He estimated 1947 production at 176,000 sets and anticipated 1,106,000 in 1949. Total annual television production (transmitting and receiving) was estimated at $79,000,000 for 1947; $397,000,000 for 1948, and $472,750,000 for 1949.

Prospects Not Rosy

Mr. Bingley, appearing this time in behalf of Philco Corp., also testified to the need for additional video channels, though he conceded that the prospects of getting them now are "not too rosy."

The "nub of the problem," he said, is the "suburban problem"—the "big cities have first been served, but the smaller towns where broadcast service tends to grow less rapidly are, as a result, not going to be able to establish their necessary local service to any appreciable extent." The solution, he declared, is additional channels.

He agreed that 12 unshared channels are better than 13 which are shared, but insisted that FCC's proposal "is unsatisfactory in that it fails to recognize the suburban problem, and will introduce cases of interference due to relaxed allocations standards."

Gustav B. Margraf, attorney, presented a statement on behalf of RCA-NBC emphasizing the need for "stability" in video allocations and objecting to the removal of Channel 1. He noted that many cities would lose the possibility of having local television service and contended that, in the reallocation of remaining channels to compensate for some of the losses, mileage separation between stations on the same and adjacent channels would be reduced and consequently larger areas of interference between stations would result.

Mr. Margraf insisted that "every effort" should be made to get additional space from government services. If additional space cannot be found by this method, he said on cross-examination, then 12 unshared video channels are more desirable than 13 shared channels.

Dr. T. T. Goldsmith, research director of Allen B. DuMont Labs, presented voluminous data compiled in a study of field strength measurements of DuMont's WABD New York.

Concerning FCC's proposal, Dr. Goldsmith stated it was "thoroughly the desirable thing" and that 12 channels free of sharing were to be preferred to 13 with such interference. As TV is a growing industry, he envisioned future needs for expansion, and said 88-174 mc eventually can be very readily used for TV.

'Sound Interim Service'

He felt the present high-band FM service may become the aural component for video. FM now is providing a sound interim service, Dr. Goldsmith stated, commenting that the "public may become dissatisfied with only a sound service."

Concerning the ARRL proposal to delete TV Channel 2 instead of Channel 1, Dr. Goldsmith said FCC's proposal is preferred since TV would have to protect two sides of the channel under the ARRL plan instead of one under the FCC plan.

J. E. Brown, assistant vice president and chief engineer of Zenith Radio Corp., testified that FCC's proposal is "incorrect, inadequate, and harmful to the public interest, particularly in rural areas."

Mr. Brown reviewed the allocation of the 88-108 mc FM band as "against the evidence of the leading propagation experts" of the U. S. and gave details of the Zenith Milwaukee-Deerfield, Ill., tests to support his claim that the 100 mc band does not give as good coverage as 50 mc. He proceeded with results of current high-band

IN PHILADELPHIA

1ST. IN SPORTS

10,000 WATTS DAY & NIGHT

Philadelphia's Most Powerful Independent

WIBG

SELLS! SELLS! SELLS!

BIDDING GOODBYE to her two-year-old son, Charles Casey Murrow, and her CBS newsman-husband, Edward R. Murrow (r), at LaGuardia Field, New York, is Mrs. Janet Murrow. Mrs. Murrow flew to London early this month to make advance preparations for CBS coverage of Princess Elizabeth's wedding, which Mr. Murrow described from Westminster Abbey Nov. 20. Mr. Murrow followed her to London on Nov. 16. Col. Ward Wheelock (l), president of Ward Wheelock Co., agency handling Mr. Murrow's Campbell's Soups newscasts over CBS, was at the departure.

observations which he said show more rather than less interference is resulting at 100 mc.

The Zenith representative said the FM switch set FM back two years. Commissioner Jett interjected that "Mr. Petrillo has had a part in delaying FM too."

Mr. Brown said Zenith was requesting assignment of 44-50 mc, or equivalent space immediately below 50 mc, to FM.

Asked how he would allocate these additional "superior" channels, Mr. Brown answered: "First come, first served."

FCC Counsel Plotkin questioned him about facilities for other services, such as police and emergency. Mr. Brown answered: "There is no shortage of channels. There is a shortage of imagination to use those channels."

Comr. Donald S. Leonard of the Michigan State Police and chairman of the Communications Committee of the International Police Chiefs Assn. testified that if supply can't be increased it must be curtailed or rationed to demand. He said his service was in no position to "surrender governmental interests" and was not in a position to "barter with commercial interests."

Comr. Leonard contended that IRAC controlled 50% of the spectrum, allocated to the various Federal agencies, and that FCC takes what is left. He realized the Commission "tries to satisfy all needs" and lamented that essential services in the "so-called non-government" status "must be satisfied with the crumbs from the IRAC banquet table."

Myse Testimony

Pacific Logging Congress, represented by attorney, Daryal Myse, asked for a move from 70 mc to 50 mc to facilitate better coverage of wide rugged areas involved in today's mechanized "tree farming" operations.

Lee McCanne, vice president and general manager of Stromberg-Carlson Co., supported FM's claim to 44-50 mc. He recited personal experience to back his contention that 50 mc gives more reliable reception for rural and regional FM broadcasting than 100 mc. He said, "We look forward to the day when nearly every city and farm home in the country will receive local programs by FM, the high band being used for city listeners, the low band for regional rural listeners and for linking FM stations into networks, and the AM band being used for transcontinental and sectional long distance broadcasting."

Asked by Comr. Jett if 30 channels would be enough to serve all rural populations, Mr. McCanne said it would if stations were given enough power, antenna height and proper spacing. "Combination of high and low bands could do the job," he added.

WEDNESDAY

Everett L. Dillard, owner of KOZY (FM) Kansas City and WASH (FM) Washington, president of Continental FM Network and of FMA, urged allocation of TV Channel 1 for FM relays networking 15,000-cycle, high-fidelity FM programs. He suggested that Television Channel 2 might be divided among non-government fixed and mobile services which, under FCC's plan, would get TV Channel 1.

He also suggested that non-government services might get additional space from frequencies assigned to government radio operations, declaring that government has 43% of the frequencies between 15 kc and 216 mc. Comr. Jett responded that it was "not fair" to limit the estimate to frequencies below 216 mc since FCC recognizes the band to 30,000 mc.

Mr. Dillard insisted that FM should operate its relays in the 44-50 mc area, despite Comr. Jett's contention that that band is "not the best for relay, unless you're thinking of a combination of broadcast and relay." Mr. Dillard asserted repeatedly that he proposed to use the band for relay purposes only, denying implications that the relays would be intended to get listenership among receivers which now operate in that band.

He charged AT&T with reluctance to provide 15,000-cycle, high-fidelity lines for FM relays, declaring that the telephone company had promised to have installed, in one year from receipt of an order from Continental, a 15,000-cycle circuit connecting all stations now receiving service from the network via 8,000-cycle lines. AT&T's rates for FM 15,000-cycle lines, he said, are twice those for AM network lines.

Other Possibilities

When he declared that the question of FM network facilities is "a proper subject for investigation," Comr. Jett replied that he had "no doubt" that FCC would inquire into the possibilities of 15,000-cycle service and ask AT&T for complete information.

Mr. Dillard argued that television's future lies in the 480-890 mc band (now allocated for experimental television) and said he was "amazed" at the extent of video's promotion of its operations "in a temporary band." He felt 13 channels were too many for television

(*Continued on page 78*)

BOSTON'S EXCLUSIVE ABC OUTLET

Serving the entire Metropolitan area of 3 million people

A COWLES STATION

Represented nationally by the Katz Agency

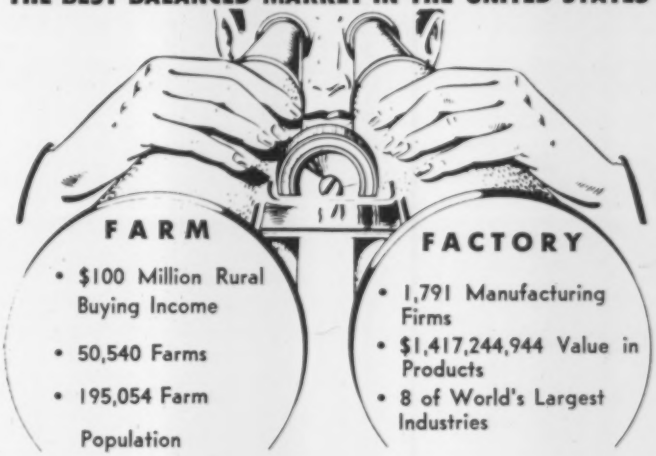
WCOP

1150 on your dial

New Product? New Campaign?

LOOK TO WHBC, CANTON, OHIO

THE BEST BALANCED MARKET IN THE UNITED STATES



318,440 RADIO FAMILIES

whbc

5000 WATTS DAY AND NIGHT ABC

REPRESENTED by Rambeau

CANTON, OHIO

The Best Balanced Market in the United States

CHNS

HALIFAX NOVA SCOTIA

The Maritimes Best Program Facilities

+ 5000 Watt Transmitter

= RESULTS!

Jos. Weed & Co.

Can Answer Your Queries.

Just Address Them to:

350 Madison Ave., New York

49.5%

of all

Iowa radio families

"LISTEN MOST"

to

WHO

(during daytime)

11.4% to Station B!

●

50,000 Watts

DES MOINES

Free & Peters, Inc.

Representatives

Hi-Rating* 6-Day Strip

Show-Only $100 Month

156 PROGRAMS with UNCLE DAN ELMIRA and the SPOTLIGHTERS

The sparkling musical jamboree that follows the sure-fire, vodvil-pop-variety pattern. 156 programs, (15-min.), already transcribed, open band, (library). Entirely flexible to fit any type sponsor. Already sold over 30 markets. Ratings daytime up to 6* on big network stations.

for FREE DISK

UNIVERSAL Radio Productions

HOLLYWOOD, 6757 Hollywood Blvd.
NEW YORK, 730 5th Ave.
CHICAGO, 360 N. Mich. Ave.
DETROIT, 19154 Kingsville
BOSTON, 6 Beacon Street
ATLANTA, 909 Whitehead Bldg.

Death Knell

(Continued from page 77)

in view of the demand for video stations.

Mr. Dillard, asked about Dr. Goldsmith's opinion that FM may become the aural component of TV because the public would demand it, replied: "I feel he is living in a dream world of test patterns and recorded music." He then referred to "one-legged" television which was putting on test patterns or scenic background stills for programs of recorded music, trying to do what aural services are doing better—and "taking six megacycles to do it."

Dr. Edwin H. Armstrong, inventor of FM, testified his prime interest is to get an FM network going somehow and to provide the spur to make the four major networks provide better service to the public. "Let the public hear FM," he continued, and they won't be satisfied with the present network service any more.

Asked by Comr. Jett if microwave relays will not be the backbone of networking for the next 25 to 50 years, Dr. Armstrong replied, "I am not a good enough engineer to predict 50 years," and said he has spent "12 years trying to get FM to the people."

Dr. Armstrong quoted the president of RCA as telling him in 1934 that FM "is not an ordinary invention. It is a revolution."

"From that day to this," Dr. Armstrong charged, "you will find the hand of the management of RCA working in the background against the advancement of FM broadcasting."

Cites 'Unwise Actions'

Dr. Armstrong also charged that FM has been delayed by "various unwise actions by the Commission . . ." Concerning the FM's switch by FCC to the high band, he said, "Indeed, what has been transpiring in this room for the past three days is eloquent testimony to what happens when the Commission is misled into making a premature decision based on theoretical calculations unsupported by practical experimental data."

The FM inventor discussed results of his present investigation of the propagation characteristics of his two Alpine transmitters, W2XMN and W2XEA. He said he believed the comparison is the "first in the world to be made between two high-power transmitters under identical conditions and radiating equal power on the high and low FM bands." These prove the correctness of the Zenith tests dismissed as inconclusive by the Commission in 1946, Dr. Armstrong said.

He introduced tape recordings of field measurements designed to show that fading and drop-outs in the high band for both sky and ground wave signals are far more severe than in the low band. Because depth of fade or drop-out, and not average values of signal strength, are the important criterion, Dr. Armstrong stated, he supported the request of FM Assn. and Continental Network for the retention of 44-50 mc or its equivalent "for a service so essential to the progress of FM."

A supplemental brief was filed by RCA and NBC relating to the FM inventor's charges. "The accusations against RCA and NBC have no foundation in fact. RCA and NBC unequivocally and categorically deny these charges," the brief stated.

Dr. Daniel E. Noble, vice president in charge of Motorola Inc.'s Communications Division, and chairman of RTPB Panel 13, testified generally in behalf of the fixed and mobile services. He termed TV a "waster of kilocycles."

Dr. Noble asked for TV Channel 1 as the least possible compensation for cessation of shared-channel operation. He further requested full use of 72-76 mc and other unoccupied adjacent TV channels where engineeringly possible. In addition he asked that a 6 mc channel somewhere within 76-200 mc be earmarked for expansion.

Wants No Encroachment

That "the entertainment services are of importance is undeniable," Dr. Noble said, but space should be provided to the extent of no encroachment upon the vital services. He said IRAC should promote the mobile program as a national emergency communications system and asked that FCC propose changing the IRAC procedure so that requests for frequencies by the governmental agencies would be judged as to their need for the facilities.

Representatives of three police interests followed, all approving FCC's proposal as the best available. The witnesses: Zellon P. Audritsh, Panel 13 Police Committee chairman; Arthur Vickerson, captain of Boston's Police Dept., and Vincent J. Doyle, Bayonne, N. J., Police Dept., and representing the Police Chiefs Assns. of New Jersey, New York, Connecticut and Pennsylvania.

F. H. Altdoerffer, president of WLAN and WLAN-FM Lancaster, Pa., requested that the Continental FM Network service be continued on grounds that the low band was the only dependable service for network operation. He said FM would be retarded if the low band were taken away.

The police presentation was concluded Thursday morning by Fred Crowder, Los Angeles Police Dept., chairman of the Frequency Allocations Committee for the California Police Radio Assn. He favored FCC's proposal except to ask for feasible mobile operation in 72-76 mc. A score of other police interests went on record as favoring the proposal.

Herbert A. Friede, chairman, International Municipal Signal Assn., representing fire control interests, said he was in full accord with Dr. Noble's testimony.

R. O. Klemetti, president, Forestry Conservation Communications Assn., supported the FCC proposal in part, making note of expansion and future needs.

William F. Koch, radio engineer, California Division of Forestry, requested reclassification of tax-supported services now in non government category.

Edward C. Phillips, director of telecommunications for the National Federation of Shipping, asked spotting of the nine maritime mobile service frequencies in the 44-50 mc band instead of the present block assignment in the 30-44 mc band.

THURSDAY

Earle D. Glatzel, communications engineer of the Detroit Edison Co., asked FCC to modify its proposal for 72-76 mc to permit power utilities now using that band to continue operation there for at least 10 years "to fully amortize their investment." Comr. Jett replied that FCC can't commit itself 10 years in advance. Mr. Glatzel also asked that 72-76 mc be kept available for mobile use

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Regent

AS SWEET AS YOU

On Transcriptions: LANG-WORTH—Airlane Trio; MacGREGOR — Johnny White Quartet; NBC-THESAURUS—George Wright.

On Records: Art Lund—MGM 10072; Freddy Stewart —Cap. 479; Bill Millner—United Artist (soon to be released).

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y

'Bottoms Up' Video Show

PAINLESS COMMERCIALS make this a new and different idea in television, as the participants drink the sponsor's Sunshine Beer (Barbey's Inc., Reading, Pa.) while *Sunshine Sportsman's Show* is in progress over Philco's WPTZ Philadelphia. Program, starting Dec. 5, will feature "The Old Coach," Bob Carter (1), and "The Young Fellow," Bob Courtleigh, in a weekly bull session on sports. As they argue, they will fade out and a sports moving picture with nationally known sports figures will be projected on the screen, illustrating the point of issue. Commercials will be comments on Sunshine Beer as the two men sip it during the show. Program was conceived and written by Gray & Rogers, Philadelphia agency. Contract is for 26 weeks, and show is to be telecast every Friday night before the Madison Square Garden bouts.

"on the same engineered basis as the Commission proposed for fixed services" until frequencies above 70 mc are given to power utilities.

G. S. Prince, attorney, and L. J. Prendergast, representing Assn. of American Railroads, stressed railroad services' need for additional frequencies, evoking from Chairman Walker an observation that he is "discouraged at the lack of speed" with which railroads have used frequencies already assigned.

Frederick T. Budelman of Link Radio Corp., endorsed the proposed reallocation of TV Channel 1, but contended that the plan does not sufficiently compensate mobile services for their loss of 72-76 mc. Assignments between 72 and 76 mc, he insisted, should remain as at present, "subject to noninterference with TV reception." He also recommended that definite standards be set up respecting video protection in such cases.

Kelley Griffith, attorney, urged on behalf of the National Assn. of Taxicab Owners that FCC not close the door on possible allocations for taxicab radio in the 44-50 mc band before his organization's presentation on Dec. 8.

Jeremiah Courtney, attorney, pleaded for allocations to users represented by the American Automobile Assn., American Taxicab Assn., and National Bus Communications Inc., and H. A. Radzikowski of the American Assn. of State Highway Officials stressed the need for additional frequencies for highway maintenance radio service.

C. M. Jansky Jr. of the consulting engineering firm of Jansky & Bailey, consultants for FMA, introduced log books on demonstrations conducted at Atlantic City last summer with respect to FM relaying by direct pickup.

Final testimony was to be presented Friday.

KSFO
SAN FRANCISCO
560
MUSIC PAYS OFF
Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Bolling Company representative.
Wesley I. Dumm, President
Philip G. Lasky, Vice-President

18 Million Models Expected for 1947

Video Receiver Output Is Seen Reaching 160,000 Mark

TOTAL radio receiver production will exceed 18,000,000 sets in 1947, judging by 10-month figures of Radio Manufacturers Assn. and factory plans for the last two months of the year. The output will include at least 160,000 television and 1,200,000 AM-FM sets.

Though October production of 2,002,303 sets by RMA members marked the first time the figure has passed the 2,000,000 mark in a month, sharp decline in output will occur during November and December. October output normally rises to a peak in anticipation of the holiday rush.

RMA members produced 14,364,218 sets during the first 10 months of 1947. Estimated output for November-December totals 2,500,000. Since RMA produces 92% of the industry's total, 12-month output is expected to pass the 18,000,000 mark.

October output of television sets reached a new high of 23,693, although the September reported figure of 32,719 was higher due to inclusion of 16,991 sets produced earlier but not included in production reports.

Production of receivers with FM circuits in October set a new record of 151,244, far ahead of the April record of 112,256. Ten-month total is 830,016 units.

October AM-FM sets included 49,319 table models, 555 converters and tuners, 656 consoles and 100,714 radio-phonograph consoles. Television receivers included 13,503 table models, 10,181 consoles and phono combinations, and 9 converters.

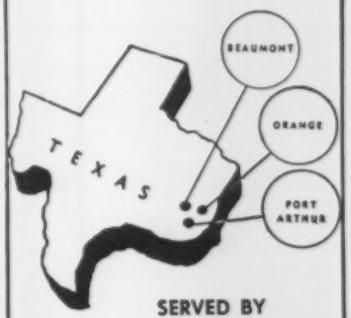
Breakdown of output by RMA members follows:

Month	FM-AM	Video	All Sets
Jan.*	51,318	5,437	1,564,171
Feb.	53,594	6,243	1,379,966
March	67,264	6,639	1,377,269
April*	112,256	7,886	1,759,723
May	84,507	8,690	1,316,373
June	76,624	11,484	1,213,142
July*	70,649	10,007	1,155,456
Aug.	72,014	12,283	1,265,835
Sept.	90,546	32,719	1,339,980
Oct.*	151,244	23,693	2,002,303
Total	830,016	125,081	14,364,218

* Five weeks.

Melvin H. Dalberg

MELVIN H. DALBERG, 71, Dept. of Justice attorney who served as examiner of FCC for several years after its creation in 1934, died in Washington last Thursday following a two weeks' illness. Mr. Dalberg had been in frail health for some time. A native of St. Louis, he had practiced law in New York and had served as attorney on the New York Tax Commission before entering federal service in Washington. He was in the sixties. Funeral services were held in Washington Friday. He is survived by his daughter, Mrs. Ted Steele.

ONE BIG MARKET


SERVED BY
KFDM
560 KC.
1000 WATTS
KFDM penetrates the three largest cities in the Great Gulf Coast Region—Beaumont, Port Arthur, and Orange—reaching a 584 million dollar effective buying income!
REPRESENTED BY
FREE & PETERS, INC.
Pioneer Radio Station Representatives
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

FIRST... WHERE THERE'S MOST!
WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI
Mississippi is currently producing 2,964,067 barrels of crude oil per month, an increase over last year of 50%. This means an increase in the flow of spending money.
5000 - DAY
1000 - NIGHT
18 YEARS' LEADERSHIP
Represented Nationally by the George P. Hollingbery Co.

WNAX
YANKTON – SIOUX CITY
OUR 25 YEARS DEVOTED TO WINNING LOYAL LISTENERS
PLUS
CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX
Member of Mid-States Group
Represented by
THE KATZ AGENCY

KFMB sells SAN DIEGO
Buying-power for your product! San Diego leads all U. S. cities for the sixteenth time* in two years in per capita retail sales and services. Reach California's 3rd great market from "within" with KFMB.
* June, 1947
KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

BMB to Name

(*Continued from page 18*)

of "listenability" to individual stations and their ability to provide such data quickly and inexpensively themselves, even though not under the national uniform conditions that would apply if BMB adopted the measurement.

Board also voted to organize a subscriber service department and to put it into operation as soon as possible. Matter of establishing BMB's own quarters and personnel for the tabulation of BMB data was discussed but no action was taken.

Subscriber Situation

Present subscriber situation was reviewed, analysis showing that the present 501 station subscribers comprise 35% of all AM stations, 30% of all stations under 500 w, 41% of all stations between 500 and 5,000 w, and 59% of all stations of more than 5,000 w. Of the present BMB subscribers, 222 or 44.3% are under 500 w, 231 or 46.1% are 500 to 5,000 w, 48 or 9.6% are over 5 kw.

Network breakdown reveals 117 ABC affiliates, 46.1% of that network's 254 stations, as BMB subscribers. Of 164 CBS stations, 89 or 54.3% are subscribers. of 468 MBS stations, 109 or 23.3% have signed with BMB, as have 96 or 48.9% of NBC's 163 affiliates. Of 357 non-network stations, 72 or 20.2% belong to BMB.

Analysis by city-size groups shows that 15.5% of BMB's station subscribers are located in cities of more than 250,000 population, 13.3% are in cities of 100,000-250,000, 16.9% are in cities of 50,000-100,000, 16.7% in cities of 25,000-50,000, 21.5% in cities of 10,000-25,000, 10.3% in cities of 5,000-10,000, 4.2% in cities of 2,500-5,000 and 1.6% in cities under 2,500 population.

Board meeting was attended by Mr. Ryan; BMB President Hugh Feltis; D. E. Robinson, LaRoche & Ellis; A. K. Caperton, Dr. Pepper Co.; Carlos Franco, Young & Rubicam; H. M. Beville Jr., NBC; Leonard T. Bush, Compton Adv.; Robert T. Mason, WMRN Marion, Ohio; Linnea Nelson, J. Walter Thompson Co.; Justin Miller, NAB president; Hugh B. Terry, KLZ Denver; Melvin Brorby, Needham, Louis and Brorby; C. Burt Oliver, Foote, Cone & Belding; R. E. Davis, Goodyear Tire & Rubber Co.; Albert S. Dempewolff, Celanese Corp. of America; Lowry Crites, General Mills; Roger W. Clipp, WFIL Philadelphia; Joseph M. Allen, Bristol-Myers Co.; Frederic R. Gamble, AAAA president; E. P. H. James, MBS; John Churchill, BMB; Phil Frank, BMB; Kenneth Baker, NAB; Herald Beckjorden, AAAA.

SECOND Theatre Guild television production to be telecast on NBC's East Coast video network will be "The Late George Apley," to be produced Dec. 7, with Leo G. Carroll portraying on television title role he created on Broadway in 1944.

DON'T PUSH PLEASE!
Arrival of M. C. Causes Riot In Philadelphia

A CROWD of shoving women, estimated at 8,000 and reaching near riot intensity, put on an unqueenly demonstration Nov. 10 in a scramble to get 1,000 tickets to the *Queen for a Day* show, originating all last week in Philadelphia.

The mob scene took place in the Pennsylvania Railroad's Broad Street Station and before it was over six women fainted, one lost a fur coat, others lost shoes and handbags, railroad operations were interfered with and an extra platoon of police officers had to be summoned.

Despite the size of the crowd and the comic and tragic implications in the scene, only the *Daily News*, only Philadelphia daily not affiliated with any radio station, carried any play on the proceedings.

The crowd developed as the result of 18 spot announcements over the weekend by WIP Philadelphia,

BEN GIMBLE (r), president of WIP, and Jim Morgan (l), producer of the show, tried vainly to protect M.C. Jack Bailey.

MBS outlet which is not affiliated with any local newspaper, to the effect that Jack Bailey would personally give out passes as soon as he detrained from the West.

The women were waiting for him when he came in. Crush of the throng made it impossible for Mr. Bailey to hand out the pasteboards in any orderly fashion. Press of the mob was so great that the iron grillwork on each side of the train gate began to shake, so as women pushed through the gate, tickets were just passed out indiscriminately.

Petrillo Hearings Due for Reopening

Action at Regular Session Planned By Rep. Carroll Kearns

PROBABLE reopening of Congressional hearings into the activities of James C. Petrillo, AFM president, if the union leader goes through with his scheduled ban on recordings, was indicated last week by Rep. Carroll D. Kearns (R-Pa.), in a statement to BROADCASTING.

Mr. Kearns, who is chairman of a special subcommittee of the House Labor Committee, said he plans to give the matter priority over other pending matters in an attempt to enact at the coming regular session legislation which would cover the situation.

The congressman said he had discussed the matter with Rep. Fred Hartley (R-N.J.), chairman of the full House committee, and they felt that with certain elaborations and additions, re-introduction of Title III of the original Taft-Hartley Bill would put a stop to practices such as Mr. Petrillo's threatened ban on Dec. 31 [BROADCASTING, Nov. 10]. Title III makes labor unions responsible for conspiracies in restraint of trade.

Mr. Hartley announced, meanwhile, that his committee would begin hearings Jan. 19 on legislation "to guarantee every worker the right to work free of intimidation and threats of physical harm." He said he considered this among the most important legislation Congress could pass, adding that from the standpoint of civil rights, "it transcends all other issues."

Cecil B. DeMille, Hollywood producer-director, will be the first witness. Mr. DeMille at one time was barred from appearing on a radio show because he wouldn't pay an assessment to AFRA. He was described by Mr. Hartley as a man who "has suffered from injustice himself and realizes the extent to which a man can be made to suffer by forces over which he has no control."

Representatives of labor and industry will follow Mr. DeMille as witnesses.

FOR MORE LISTENERS PER DOLLAR
IN NEW ENGLAND'S 3rd LARGEST CITY
it's
WNEB
WORCESTER MASSACHUSETTS
Represented By
Adam J. Young Jr., Inc. and Kettell-Carter

Readjustments

(Continued from page 20)

two alternative elements should be added to determination of administrative duties—coordination of activities of other employes and responsibility for performance and functioning of a department or division of operation within a company; (b) the element of "policy making," regardless of whether or not the coordination of the work of others is involved, should be a major factor in determining when the duties of a given individual are executive in nature; (c) in lieu of these two criteria management may automatically classify any employe as executive or administrative, and thus exempt them from the provisions of the Act, if they earn a regular weekly income of $70 or more.

Definitions Change

(6) If any person performs both "exempt" and "nonexempt" work or performs a job which combines "exempt" and "nonexempt" classes of work, within the definition of the law and the rulings of the Administrator, the actual time spent on "exempt" work should not be included in overtime calculations or in the determination of "wage hourly earnings" as the basis for overtime calculations.

(7) Section 7(b) of the Act permits rather substantial exemptions from its overtime provisions if an employer, in accordance with a collective bargaining contract, institutes a guaranteed annual wage or a guaranteed annual employment plan. It is suggested that this section be amended to provide that any bona fide guaranteed annual wage or employment plans entered into by an employer and his employes and approved by the Administrator, may be instituted in accordance with the standards therein set for overtime exemptions.

(8) Establishment of a special Advisory Industry Committee for the radio broadcasting industry and for such other industries as the Administrator may deem advisable. This committee should consist of representatives of management, labor and the Administrator's office and should advise the Administrator with respect to special and specific industry and station problems as they are affected by the Fair Labor Standards Act.

MBS Plans to Use 'Listenability' Survey On Its Own, Says Vice President James

MUTUAL last week announced it would continue to use its "Listenability" survey "for the benefit of Mutual's advertisers and stations" after the BMB board had deferred decision as to whether to adopt the technique for BMB (see other story page 18).

In a statement released after the BMB board meeting, E. P. H. James, MBS vice president, said that "in view of the urgent need for up-to-date coverage figures, we feel that this decision puts it up to us to go right ahead with 'Listenability' on our own."

"We feel," said Mr. James, "that we have done everything possible to make 'Listenability' available for use or adaptation by BMB, and in view of their inability to foresee any early action, we must now go back to our original plans to develop 'Listenability' for the benefit of Mutual's advertisers and stations."

Edgar Kobak, MBS president, "has always been a strong supporter of the basic principle of tripartite research in the advertising field, and I have been very active in it myself for many years," Mr. James said. "We therefore decided to give BMB an opportunity to take over 'Listenability' as a means of supplying the industry with up-to-date coverage information not obtainable through the mail survey method currently being used by BMB."

Mutual, said Mr. James, would "simultaneously support BMB and proceed without further delay in the development and promulgation of its 'Listenability' studies."

"We already have considerable evidence that even the limited daytime figures so far released by us," he said, "are of considerable interest and potential value to many important radio advertisers and their agencies."

As evidence that Mutual's "Listenability" figures were conservative, Mr. James cited the "amazing ratings achieved by World Series broadcasts this year." These high ratings, he said, "also emphasize the large extent to which the audience is dependent upon the program itself."

"It is programs which convert coverage into audience—but coverage which indicates the ability of a station to reach listeners."

Retailer Radio Methods Are Urged by Abrahams

USE of the "beamed" technique in radio advertising for retail stores was urged last week by Howard P. Abrahams, sales promotion manager of the National Retail Dry Goods Assn., in a speech before the Broadcasting Club of Baltimore in the Park Plaza Hotel.

Mr. Abrahams outlined a four-point program for successful retail store radio programs: (1) Study the store, its markets, its strong departments; (2) study the local radio stations, their markets and the best time to reach those markets; (3) compare the store and its radio stations with successful operations of similar stores; (4) use all this information to build a program that reflects the store.

Best Sales spot on the dial in Buffalo

WGR COLUMBIA 550

WGR Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives, Free & Peters, Inc.

Thomas P. Doughten
Manager, New York Radio Dept.
LENNEN & MITCHELL, INC., N. Y.
Having the Broadcasting Yearbook around is like having an extra man in the office. It is a research compendium that is working for us all the time.
Thomas P. Doughten
BROADCASTING
1948 YEARBOOK
F&P knows SPOT BROADCASTING
FINAL ADVERTISING DEADLINE DEC. 1

THE FRIEDENBERG AGENCY, Inc.

announces the opening

of a

CHICAGO OFFICE

333 North Michigan Avenue

PETERSON KURTZER
Manager

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Announcer-operators wanted by new local Florida station. Excellent working conditions, apartments available, furnished or unfurnished, fishing nearby. If you want all-year pleasures with congenial co-workers, write or wire Box 883, BROADCASTING.

Need first class disc jockey for immediate employment. Must be clever, experienced professional personality, not a "character." Request Hooper ratings your shows if available, picture, transcription of work, character references, for western station. Write to Box 886, BROADCASTING. Top pay for right man.

New network affiliate second of group in operation wants three announcers with first class license. Ideal working conditions, $225.00 per month for 40 hour week. Applications must be received by November 20. Box 928, BROADCASTING.

Wanted—Two single first class engineers who would like to announce. Prefer veterans and recent graduates of radio schools. Good positions, excellent opportunity. Box 956, BROADCASTING.

Wanted—Chief announcer who can write commercial copy and knows something about programming. MBS affiliate, south central state. $55 weekly. Box 957, BROADCASTING.

Commercial manager wanted who can write copy and assist manager, Mutual station. $65 week. Southwest. Box 958, BROADCASTING.

Control engineer. Must have radiotelephone first class license. Starting salary sixty five dollars per week, nonunion. Control experience preferred. Station located in Indiana. In reply state experience, education, references, and enclose snapshot. Box 961, BROADCASTING.

The **SCHOOL** *of* **RADIO TECHNIQUE**

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America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

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NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

WANTED

Experienced commercial continuity writer for station in Chicago area. Must be 28 years or over. Married man preferred. Starting salary $100 weekly. Must have good references.

Box 1,
BROADCASTING
360 N. Michigan Ave.
Chicago 1

$90 to $100 week for announcer. Top quality on the air required. Business and personal references must be perfect. Must know music and general operation. Send snapshot, audition, complete details. Major southern market. Replies confidential. Reply BOX 2, BROADCASTING.

Help Wanted (Cont'd)

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

Combination man—Mutual affiliate wants first class operator with announcing ability. Permanent position. Air mail qualifications, salary expected, WGGA, Gainesville, Ga.

Sales manager for new 250 watt full-time station, WANE, P. O. Box 926, Fort Wayne, Ind.

$300. Average weekly salesmen! Construction (AM-FM) engineers. Space-radio copywriters. Personality voices, ace newscasters. Home economist. PBX receptionist-typists. Hillbilly units, announcer-technicians — today, write: R.R.R. ("Exclusive") Employment Service, Box 413, Philadelphia.

Announcer—1000 watt network station in southwest needs staff announcer. Starting pay $47.50 for 44 hour schedule. Send letter with previous experience and references. Box 986, BROADCASTING.

Experienced manager needed by successful operation in Pennsylvania. Network affiliate. Give full details in first letter. Box 988, BROADCASTING.

$7500-$10,000 year potential. Wanted—Young experienced radio salesman. Must have successful run-business record; best of references, both business and personal; this position calls for executive-type man who can sell. Station is established in one of south's best metropolitan markets, has high Hooperatings; is extremely saleable. Commission basis with $300 run business as starting salary. Good account list equal to other men. All replies confidential. Give complete details and enclose snapshot. Reply Box 998, BROADCASTING.

Newsman, WANE, P. O. Box 926, Fort Wayne, Ind.

Wanted immediately! Experienced announcer! State expected starting salary, when you write, wire or phone. John Sadler, Jr., WIRA, Fort Pierce, Florida.

21 year old CBS affiliate has engineering position with a future. Beginning after January first all employees, who desire, can participate in profits by acquiring common stock. We need 2 men of good habits with 1st class license to operate controls and transmitter WLBC and WLBC-FM. We will start inexperienced men at $52.00 for 48 hours. M. M. Craln, Chief Engr., WLBC, Muncie, Indiana.

Commercial manager with administrative ability for small northwest station. Opportunitv for part ownership. Apply C. H. Stillwell, P. O. Box 1596, Tacoma, Washington.

Help Wanted (Cont'd)

Program director—Daytime, mid-Atlantic state, population 150,000. Background of writing, production, ideas, a must. Send complete details, photo. Good salary for right man. Box 5, BROADCASTING.

Commercial manager needed in good market in western Pennsylvania. Network affiliate. Outstanding opportunity for the right man. Box 989, BROADCASTING.

Wanted—Versatile announcer for ABC affiliate in southeastern coastal city. Need good platter man willing to work for $50 weekly in pleasant surroundings. Send disc and photo. Box 991, BROADCASTING.

Manager, new 1 kw Northern Montana. Should have adequate microphone background, program knowledge, copy and continuity experience in order to oversee such activities without losing sight of other managerial functions. Small staff now making creditable showing. Immediate opportunity, but all details first letter, please. Box 995, BROADCASTING.

Wanted—3 first class operators. Dollar per hour, time and a half for overtime. Higher rate for one able to assume more responsibility. Box 997, BROADCASTING.

Chief engineer for large recording studios. Must have good recording and broadcasting background. Must be able to handle controls, maintenance and construction. Executive ability essential. United Broadcasting Co., 301 E. Erie, Chicago, 11.

Announcers, experienced, who can write continuity. WANE, P. O. Box 926, Fort Wayne, Ind.

Wanted—Fulltime announcer, experience preferred, vet training available. Send full information, photo and disc first letter to KVOC, Casper, Wyoming.

Commercial manager for ABC affiliated station in wealthy midsouth market. Top salary and percentage. Also, living quarters available. Write full details first letter to Box 4, BROADCASTING.

Engineers—1st phone—1 kw-AM, 3 kw-FM. Car desirable, reasonable starting salary. Experience, expected salary, reference, etc., to Chief Engineer, Radio Station WHTN, Box 2165, Huntington, West Virginia.

Time salesman wanted for 250 watt full-time. Mutual affiliate in eastern North Carolina. Must have experience in competitive market. Single man preferred. Salary plus commission to man who can really produce. Write or wire Frank Elliott, Manager, WCNC, Elizabeth City, N. C., no telephone calls, please.

Wanted—Young, aggressive salesman. Excellent commission against good draw. Progressive region in excellent untouched market. Send full details, late picture, first letter. Box 22, BROADCASTING.

Attention

Men Who Want to Be
SALES ENGINEERS

Take advantage of this offer of a good paying job with a leading manufacturer of broadcast transmitting equipment. Openings are available for territories in the Pacific Coast and Intermountain areas for aggressive, sales-minded men who want to work hard and receive a good income for it. Requirements are,—a good personality,—thorough knowledge of broadcasting as a business, knowledge of equipment requirements for any station from an engineering standpoint.

State age, education, past employment, income required, marital status, in first letter.

This will be a permanent position for the man that qualifies and produces. Reply to

Box 18, BROADCASTING

Help Wanted (Cont'd)

Announcer-engineer wanted. No experience necessary. Will train. Every third day off, eight hour pay. WWNS, Statesboro, Georgia.

Wanted—Good announcer for news and record program. Wire WFNC, Fayetteville, N. C.

Wanted — Experienced, all-round announcer with some knowledge of farm programming with expanding FM station. Personal interview required. Contact WKNP, Corning, N. Y.

Wanted—First class licensed operator. Experience not necessary. Write WMRF, Lewistown, Penna.

Continuity. Experienced writer, capable of turning out commercial copy that sells and able to supervise department. Permanent position with 5000 watt network affiliate in major market. Give full particulars about yourself, including previous experience, references, starting date and salary expected. Attach snapshot. Confidential. Box 24, BROADCASTING.

Situations Wanted

Television operator. Experienced RCA TT 5 transmitter, sixteen years extensive radio background, practical knowledge and photography and film processing. Acceptable reason for changing employment. Northeast only. Box 843, BROADCASTING.

Announcer—2½ years experience desires position with future, knowledge programming, production. Vet, college, single, now employed. Box 873, BROADCASTING.

Successful announcer—3 years network affiliates. Now chief announcer, considering change. 25, single, college graduate. News, disc, special events, sports. Worth my salt as present and previous employers will testify. What's your proposition. Box 874, BROADCASTING.

Time salesman—Proven sales ability. Desires reliable, independent station with good programming. Send details on competition, wattage, saleable shows, rates, market, newspaper affiliation, living accommodations, potential earnings, terms. Will travel, possesses initiative and lots of drive, loves to sell, will send resume; replies promptly acknowledged. Box 7, BROADCASTING.

TIMER CLOCK . . .

Awaken to Music!

These 72-hour brass clock movements will turn on and off radios, signs, burglar alarms, or any electric appliance. The 24-hour dial 2" in diameter, can be set for any interval either on or off, from 1 to 23 hours in 1/2-hour steps. The switch in this clock is a standard 3-ampere 125-volt toggle type and may be turned on or off at any time without disturbing the dial setting. Cased in 3" plywood tube 3 1/2" long. Treated to resist fungus.

ONLY **$1.98** Postpaid

Send cash, check, or money order to

Clocks, Box 119, Topeka, Kan.

STATION MANAGER WANTED

Successful 250 watt network station in southern Minnesota has a real deal for a young, personable, aggressive station manager. Powerful FM station almost ready for air and enthusiastic attitude toward it essential.

Address M. H. White, K W N O, Winona, Minn.

ANNOUNCER WANTED!

Good salary—excellent conditions. Full particulars, photo, disc and references. Apply R. W. Dumm, Mgr., KNOE-NBC, Monroe, La.

Situations Wanted (Cont'd)

Program director. Do you know that the best way to safeguard your station from future uncertain economic cycles is to present new and original programs that competing broadcasters won't have? Programs designed to (1) Rival the popularity of leading network shows (2) Triple time buying (3) Overhaul sterotyped schedules resulting in numerous non-listeners and all day listeners never knowing one station from another. I have several terrific ideas ready for immediate production. A former program man, now director of radio research for one of the country's biggest advertisers, I'm interested only in organization run by men of vision, city over 100,000. Box 891, BROADCASTING.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. BRyant 9-5080.

Engineer—Transmitter operator, experienced and reliable, seeks permanent connection with a progressive station. Available after November 8, 1947. Z. Caplan, care WWSO, Springfield, Ohio.

Topflight promotion man available, with background of almost 10 years as regional district manager, working on 36 stations. Interested in promoting new accounts, plus additional revenue "without cost to you". Would consider suitable position on commercial staff. Box 679, BROADCASTING.

An entire program department I put FM station on air. Use efficiency expert network system. Topflight background. Immediate availability. Near New York. Box 916, BROADCASTING.

News specialist. Good delivery. Good voice. College graduate. 27 with 5 years' experience. Desire change to midwest. Currently employed. Box 980, BROADCASTING.

Sportscaster, play-by-play. Commercial announcer. Married, 25. 5 years' experience. Desires northern change after January 1st. Box 981, BROADCASTING.

Newsman—Topflight with high Hooperstings and organizational ability to head news staff or work as airman. Seven years reporting and airing local news in major market. Best agency references. Box 982, BROADCASTING.

Oh, for a chance. No job, no experience. No experience, no job. What a vicious circle! Graduate of two leading radio schools wants to be heard. Knowledge of all sports, instructed by famous sports announcer. Box 983, BROADCASTING.

Texas station, engineer first class phone, age 27, married. 6 years broadcast experience desire permanent position at transmitter. All inquiries answered. Box 985, BROADCASTING.

Announcer. Seven solid years' experience top New York metropolitan area stations. News editor disc jockey, special features. Sure fire morning show available. $100 weekly guarantee. Box 987, BROADCASTING.

Continuity, commercial copywriter—also capable, experienced in news and promotion. 3 years with award winning midwest station. Superior recommendations. Single. Presently employed. Box 990, BROADCASTING.

Promotion man. Bubbling over with solid ideas. College grad. 20 years varied promotion background including showbusiness exploitation, promotion and publicity with top music-radio trade paper, and leading record company. Prepare sales presentations, audience promotion brochures, trade promotion. Know layout and production. Box 992, BROADCASTING.

Attention, Southern Station Managers

Available soon—News editor-newscaster, formerly employed at 100,000 watt station overseas. Journalism graduate of southern university. Married veteran, 26, no children. Prefer Florida or any Gulf coast station. Have car and will make trip for interview. Excellent knowledge of music and promotion. No regional accent.

Box 999, BROADCASTING

CHIEF ENGINEER-MANAGER

Ten years experience all phases 250 w to 50 kw. Recently completed regional with directional antenna plus FM. General manager during construction. Interested similar position with stock and bonus incentive. Write ***Box 3, BROADCASTING***

Situations Wanted (Cont'd)

RCA graduate—1st class license. Desires broadcast engineer's position 150 mile radius NYC. Box 984, BROADCASTING.

News editor. Experienced all phases editing and rewrite; college degree, top references. Available 2 weeks notice. Box 994, BROADCASTING.

Engineer—Young veteran, six months experience transmitter operation-maintenance, control board, remotes. Desires position New England, New York area. Walton Ayer, 58 Eastern, Gloucester, Mass.

Program director available! 7 years experience announcing, selling, writing continuity, servicing accounts and traffic and program director qualifies me for a position with your station. Just finished programming a new station on the air and am immediately available. Do not answer this ad unless you really want a good program director. I don't ask for a fortune, just security for my wife and daughter. Jack Kennedy, 214 Walnut, Grand Forks, North Dakota, Phone 2623-W.

Operator—First class phone. One year AM, FM transmitter and control operation, installation. Five years aviation electronics, maintenance, installation. Desire position as transmitter operator, installation, maintenance work. Texas preferred. References. Lewis H. Gillespie, 125 W. Weinert St., Seguin, Texas.

Announcer, experienced. Sound, selling voice. Background all phases. Disc, photo. Box 12, BROADCASTING.

Sincere announcer. Grad broadcasting school, Radio City. College. Commercials, news, continuity writing. Control board. Opportunity rated above renumeration. Married. Box 11, BROADCASTING.

Salesman. Hard-hitting, aggressive, personable, mature. Long experience result-getting selling. Married. Seek connection with progressive station. Box 10, BROADCASTING.

Studio engineer, thoroughly experienced turntables, recordings, console, remotes. Presently employed on 5000 watts, desires position in New York City or vicinity. Write Box 9, BROADCASTING.

Announcer, experienced all types of commercials, news, record shows and continuity, desires position with station where industry and steadiness are appreciated. Box 14, BROADCASTING.

Control room remote engineer. Long experienced in all intricacies and phases of both. Recording experience plus transmitter and maintenance routines. Production work and quick platter work demanding finesse a specialty. Single, reliable and sober. First class license. Presently employed. Prefer northeastern section. Box 15, BROADCASTING.

All-round experienced announcer: newscasts, commercials, play-by-play, disc jockey, control board-turntable operation, ad-lib. Twenty-five, married, college graduate. Box 19, BROADCASTING.

Program director—Ability write, produce, announce audience-getting shows. Ten years experience. Northeast. Box 21, BROADCASTING.

ONCE IN A LIFETIME
FOR A LIFETIME
IF YOU HAVE GOT IT!

Wanted!

Topflight promotional-merchandising manager—midwest 50,000 watt network affiliate. Progressive-aggressive management open to all kinds of wide awake ideas and follow-through. Ability to handle trade paper, direct mail, sales presentations, stunts, clients' promotions important! A hot spot for a hot shot who can last. List full background and outline 6 months promotional campaign you think would do a job. We can pay you what you are worth but will expect you to be worth more than your pay. Raises come oftener that way.

BOX 979, BROADCASTING

Situations Wanted (Cont'd)

Engineer studio, transmitter. Experienced. Presently employed. First phone ticket. Good education. Best of references from present employer. Box 20, BROADCASTING.

Topflight radio salesman, 3 years. 50,000 watt Columbia-owned midwestern station currently. Also, outstanding farm station experience and national agency experience. Married, 27, two children, college, however, a health condition in my family requires a less severe climate. What's your best offer? Box 17, BROADCASTING.

Writer—Commercial and creative. Married, male. Columbia degree. Samples and data on request. Can announce. Prefer California station or agency. Frank Bassett, 2648 N. Sawyer Ave., Chicago 47.

Announcer-continuity writer—Veteran radio school trained. Travel anywhere. Disc, photo, letter available. Write, wire, phone. Marv Roever, Forest Trailer Park, Park Ridge, Ill. Phone 1892.

Fifteen years in major market radio. All types of mike work, writing, programming. Five years in present job. Intend to settle in small town near west coast as program director. Prefer network affiliate. Family man, 34 and no drifter, permanent. References from present network employer. 3746 35th St., San Diego, Calif.

I wish to retire at the age of 50! That means 27 years of hard work ahead of me. When I retire I'd like to retire as an ex-announcer. Recent radio college graduate. Fully trained all phases. Howard Riedel, 2935 Dawson, Chicago.

Young lady, experienced in radio, wishes to make connection and earn her place with a progressive radio station. Offers excellent voice, knowledge of commercial copy, programs and thorough understanding of the job needs of a radio station. My address is Miss June Hesse (Duck Lake), Whitehall, Michigan.

For Sale

For sale—Presto model Y recorder. Complete. Box 929, BROADCASTING.

For sale—Collins 300-E modified to 300-F one 40D-A exiter for transmitter, one 164 ft. square self-supporting, tapered tower, lighting fixture and base insulators with one new set transmitter tubes complete. Box 965, BROADCASTING.

New, never used Technology Instrument Corporation dynamic noise suppressor, type 910-AB balanced 600 ohms, input and output. Gray finish cost $596.00, make offer. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Tower construction and maintenance, also ground systems—Available now. Ace Hi Tower Construction Co., offices at WROM, Rome, Georgia, H. C. Tant, Mgr., Phone 9075.

For sale—Two (2) Fairchild type 542 dynamic pickups, complete with Fairchild arms and filters. The two sets cost $250.00. Make reasonable offers. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

(Continued on page 84)

FOR SALE

LARGE MARKET

NEW ENGLAND STATION

$250,000

Write—Exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn.	Ray V. Hamilton
1011 New Hampshire Ave.	235 Montgomery St.
National 7488	Exbrook 2-5672

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STATION MANAGERS!

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!

Intensive 32-week course trains you for real jobs in acting, announcing, writing; producing.

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Please send information concerning
☐ **Correspondence** ☐ **Residence Courses.**

Name .....

Address .....

City ..... **State** .....

For Sale (Cont'd)

For sale—3 kw FM transmitter now in operation. May be inspected at anytime. Box 993, BROADCASTING.

For sale. One used complete Western Electric 50 kw broadcast transmitter with modern mercury vapor rectifier and plate voltage regulator. Available as is or completely installed and operating in your building. Reasonably priced. Box 996, BROADCASTING.

Complete Presto model Y portable recorder playback and amplifier. 2 portable cases. Guaranteed new condition $550. B. Leff, Radio Station KYOR, San Diego, Calif.

For sale—Presto model "F" recorder—Dual turntables complete with amplifier. Good condition at less than half price. Only $650.00, FOB, Omaha. Wire today Mark W. Bullock, KFAB, Omaha.

Crystal units, 1580 kc, including two RCA 129-B and one General Radio 376-L frequency monitor crystals. WWXL, Peoria, Illinois.

Temco, 250 watt transmitter, new, studio console, monitor amplifier, two speakers in cabinets, oscilloscope; sacrifice everything $1,500. Chester Daly, 1943 Seneca, Buffalo.

Two new Presto 8-D recorders with 1-D heads and equalizer. Reasonable. United Broadcasting Co., 64 E. Lake, Chicago 1.

For sale—250 watt RCA transmitter type 250-E and Blaw-Knox tower, type CK, 174 ft., insulated. WACO, Waco, Texas.

2 Presto 10-A turntables, new never removed from cases, $140 each. Double ordered, reason selling. Also, 2 Radio Music Company lateral reproducers with filters, $130 each. Whole lot $525. WGAC, Augusta, Georgia.

1 General Radio distortion and noise meter, type 1932-A, serial No. 403, two Fairchild turntables, serial No. 176, unit, with vertical and lateral reproducers. Box 8, BROADCASTING.

For sale—RCA model 170-A Audio chanalyst and RCA model 162-C RF chanalyst. Perfect condition. Both for $295. Performance Radio Co., 2898 Jerome Ave., New York 58, N. Y.

For sale—Two RCA type 70-C-1 turntables complete with Universal type pickup heads and filter. Tables are in excellent condition will be sold to highest bidder. Address reply Paul Rex, Chief Engineer, WISR, Butler, Penna.

Wanted to Buy

Wanted—2 RCA type AZ-4217-2 vertical pickup heads. WACO, Waco, Texas.

Radio station. Radio executive interested buying partnership, interest or control of local station. Will assume management. Network affiliate preferred. Box 836, BROADCASTING.

Syndicate will invest up to $400,000 in profitable local or regional. Write Box 970, BROADCASTING with complete details.

Broadcaster wants purchase whole or part interest existing AM station or CP. Box 6, BROADCASTING.

Will invest $3500 plus services as experienced announcer-actor for small interest in going station. Box 13, BROADCASTING.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleinman, 1735-T N. Bronson St., Hollywood. 28. Calif.

Wanted: Exceptional Young Man For Exceptional Radio Position

Amsterdam, N. Y.'s new radio station, to debut about January 1, seeks young, ambitious, skilled, versatile, personable program director. Must also be expert special events announcer; plenty of extra-fee shows available to the right man. Successful applicant will train for top executive post. This is a real good job in a real good market, where you will help build and grow with a new progressive radio station setup. Full details plus non-returnable photo first letter, please.

BOX 23, BROADCASTING

MEDALS OF FREEDOM go to correspondents, accredited to General Eisenhower's SHAEF headquarters during the war, who did outstanding service in the European Theatre. General Eisenhower, (third from l) presented medals Tuesday at National Press Club, Washington. Included among correspondents honored are (l to r): Joseph Evans, CBS (*Newsweek* during war); Louis Azrael, *Baltimore News Post;* Mark Watson (to right of General Eisenhower), *Baltimore Sun;* Wright Bryan, WSB-NBC Atlanta, and *Atlanta Journal;* Thomas Henry, Washington *Evening Star;* George Hix, ABC; Robert Capa, *Life.*

Royal Wedding

(*Continued from page 17*)

Schenectady, WBKB Chicago, KSD-TV St. Louis, KTLA Los Angeles, WFIL-TV Philadelphia, WMAL-TV Washington and WMAR Baltimore. The DuMont telecast was sponsored by the Norge Refrigerator Dealers of Greater New York and New Jersey. The Chevrolet dealers in Washington, Baltimore and Philadelphia sponsored the telecasts on WMAL-TV, WMAR and WFIL-TV through a special arrangement made with Campbell-Ewald Co. of Detroit, agency in charge of Chevrolet advertising, by Paul Mowrey, ABC director of television.

The UP-Acme still photos of the royal wedding were also televised Thursday evening by NBC's video network, following a showing of a third appropriate film feature, *Britain's Future Queen,* prepared from films in the NBC video archives under the supervision of Paul Alley, director of video film programs for the network.

NBC Airs TV Films

First motion picture films of the wedding, made by BBC while they were televising the event live for English televiewers, were flown to this country and put on the air Friday by NBC, which has an exclusive program arrangement with BBC. Film, running about 20 minutes, was televised twice Friday at 1:30 p.m. and at 8:30 p.m.

Swift & Co., Chicago, sponsored both showings, the first one being integrated with the Friday afternoon telecast of the *Swift Home Service Club,* extended from 30 to 50 minutes for this occasion. Swift program, placed by McCann-Erickson, New York, originated at WNBT New York and was telecast simultaneously by WRGB Schenectady, receiving the program by radio relay, and WPTZ Philadelphia and WNBW Washington, receiving it via the coaxial cable.

Immediately upon receipt of the film, NBC made copies which were flown to KSD-TV St. Louis and WWJ-TV Detroit for showing at the earliest possible time. Both of these stations also received the *Britain's Future Queen* program from NBC as part of its regular newsreel service to them.

The UP and INS royal wedding newsreels were one-time affairs, but both companies regard them as the inception of what may soon become a regular service for television stations. INS is currently offering video broadcasters a special wire service for either a news tape or page printer, and a complete newsphoto service comprising cued scripts and INP still photos for two five-minute programs daily on a five-days-a-week basis.

Entered Field Year Ago

The picture program service provides 30 to 35 pictures for each telecast, according to Robert Reid, manager of the INS-INP television department, who said that the photographs supplied are being standardized for size and specially processed to provide the contrast necessary for the best video results. WRGB Schenectady, which last week began broadcasting the INS Page Printer Service, will begin using the INP photo programs this week, Mr. Reid reported.

INS first got into television about a year ago when it started to provide a video tape ticker service for WABD New York, which televised a running strip of INS news bulletins across the face of test patterns for a couple of hours each afternoon for a period of several months. For the past six months this tape news service has been telecast by WPTZ Philadelphia, which now has two sponsors for this service, Mr. Reid said.

Lilibet Serenade

SPECIAL transcription by U. S. Army Band was flown to London Nov. 15 to express musical congratulations to the royal family on Princess Elizabeth's marriage. Disc was played throughout British Empire by BBC at 1:15 p.m. Nov. 20, immediately after the wedding ceremony.

KSJO in San Jose, WWXL Peoria Sold

$100,000 in WWXL Transaction, $76,000 in KSJO Deal

SALES of WWXL Peoria, Ill., for approximately $100,000 and KSJO San Jose, Calif. for $76,717.15 were reported last week, both subject to FCC approval.

Patrick Healy Peabody, California publisher, is acquiring KSJO from William B. Smullin, Eureka Newspapers, and 22 minority stockholders, while Homer D. Morrow and Myron A. Reck, associated with WCFL Chicago for the last 13 years, are purchasing WWXL from Central Illinois Radio Corp. Both transactions include FM grants as well as AM facilities.

Mr. Peabody, whose application for FCC consent to purchase of KSJO was filed with FCC last Tuesday, is owner and publisher of several weekly and semi-weekly newspapers in the San Jose area, including *Sunnyvale Standard, Los Altos News, Saratoga Observer* and *Campbell Press.*

KSJO, operating on 1590 kc with 1 kw, daytime only, but authorized to increase its operating time with 500 w at night, is controlled (60%) by the owners of KIEM Eureka, Calif., with the remaining 40% divided among 22 stockholders. KIEM is owned by Mr. Smullin (51%) and Eureka Newspapers (49%).

Under the sales contract Mr. Peabody deposited $28,000 in escrow to cover the 40% held by the 22 stockholders, with $3,717.15 to be paid to the KIEM owners upon FCC approval and the remaining $45,000 to be secured by notes maturing $5,000 annually starting in September 1950. Mr. Peabody would receive assets accruing after Aug. 31 and be responsible for liabilities following that date. The application was handled by Harry J. Ockershausen of the Washington law firm of Dempsey & Koplovitz.

In the WWXL transaction, handled by Blackburn-Hamilton Co. of Washington, sellers and their approximate interests are President J. H. Giddan, 55%; Max S. Lipkin, 10½%; Sam J. Stone, 13%; Morris Enda, 18½%; Harry Fracter, 3%. The sales plan provides for adjustment of excess of current assets and current liabilities.

Messrs. Morrow and Reck, purchasers, plan to move to Peoria and assume active management of the station upon FCC approval of the sale. Application will be filed with the Commission shortly. WWXL, a daytime station, is on 1580 kc with 1 kw.

Code Operation

(Continued from page 15)

an outstanding speaker.

Actual convention meetings will be held Thursday and Friday, winding up with an evening of entertainment. The meetings will be devoted to problems having a national aspect.

Engineering Need

Engineering conference was decided on because of the national aspect such matters assume. Furthermore, the board felt engineers and management could study equipment displays and follow technical progress during the first three days of the week.

The board decided that basic advertising, selling and programming problems were more suited to localized district and area meetings where stations have common interests. These subjects may enter the national convention proceedings, but only where a national aspect is involved.

Panel technique is expected to govern convention meetings. Members will be given full chance to take part in discussion through placement of large numbers of microphones around the theatre of the Biltmore Hotel, where sessions will be held.

Already NAB is working on plans for the autumn district and area meetings in 1948. These are in charge of district directors. Because of the Presidential elections, most meetings are likely to be held before November.

The area meetings will be continued, but on a smaller scale. Districts 4 (D. C., N. C., S. C., Va., W. Va.) and 7 (Ohio and Ky.) met jointly last spring but may hold separate sessions in 1948 because of the large number of stations involved. District 11 (Minn., N. D., S. D. in part, Wis. in part, Mich. in part) may decide to hold its own meeting instead. On the West Coast the area idea was especially popular.

The board's three-day meeting brought approval of a $735,000 budget, compared to a figure below $700,000 for 1947. Dues scale was revised in $25,000 brackets, with $7.50 minimum instead of $5. In general, the increased rate will not seriously change dues of most stations.

Dues Increase

The new dues, based on membership and income last October, would raise about $700,000 from stations, plus perhaps $50,000 or so from associate members and other sources. Expansion of some NAB activities, particularly engineering, will be possbile under this budget. The Engineering Dept. will need funds for participation in international conferences.

Were station income to stay at the October figure, the NAB's take from the industry in 1948 would be up about 9% compared to 1947. A spot survey by the Research Dept. shows station income up 8 or 9% for this year.

The board rejected proposals to set up two new standing committees for network affiliates and for independents.

Next meeting of the board is to be held at the Homestead Hotel, Hot Springs, Va., if accommodations are available in February. Another possible site is the Greenbrier, not far away at White Sulphur Springs, W. Va.

Code topics will dominate this meeting, but routine business will be on the agenda as usual.

The board heard reports on such subjects as the hotel mixup at the Atlantic City Convention and committee activities. The proposal to file suit against several hotels for failure to fulfill contract obligations has been dropped. However, some bills still have not been settled. The board instructed Mr. Arney to send letters of complaint to hotels, hotel organizations and the city's convention bureau.

Activities now centered in New York and Los Angeles offices will be transferred to NAB's Washington headquarters, to be integrated with the Public Relations Dept. Actual transfer is planned about Jan. 1.

All board members attended the meeting but William B. Ryan, KFI Los Angeles, detained by station business. Present were:

Harold E. Fellows, WEEI Boston; Michael R. Hanna, WHCU Ithaca, N. Y.; George D. Coleman, WGBI Scranton, Pa.; Campbell Arnoux, WTAR Norfolk, Va.; Henry P. Johnston, WSGN Birmingham; Wiley P. Harris, WJDX Jackson, Miss.; Gilmore N. Nunn, WLAP Lexington, Ky.; C. Bruce McConnell, WISH Indianapolis; Charles C. Caley, WMBD Peoria; John J. Gillin Jr., WOW Omaha; John F. Meagher, KYSM Mankato, Minn.; William B. Way, KVOO Tulsa; Clyde W. Rembert, KRLD Dallas; Hugh B Terry, KLZ Denver; William B Smullin, KIEM Eureka, Calif.; Harry R. Spence, KXRO Aberdeen, Wash.; Howard Lane, WJJD Chicago; Paul W. Morency, WTIC Hartford; T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Robert T. Mason, WMRN Marion, Ohio; Willard D. Egolf, WBCC-FM Bethesda, Md.; John Shepard 3d, WGTR Boston.

WSID, NEW BALTIMORE DAYTIMER, NOW ON AIR

BALTIMORE'S first daytime station, WSID, took the air last week, operating on 1570 kc with 1 kw.

Sidney H. Tinley Jr., mortgage company executive and station licensee, reports that its range affords good reception throughout Baltimore County. AP wire service and Capital transcriptions have been obtained.

Albert C. Goldbach, formerly transmitter engineer for WCBM Baltimore, is WSID's general manager; Raymond Kay, previously with WIP Philadelphia, is program director; and Armand Terl, formerly with WASL Annapolis, is commercial manager.

Time Standards as Adopted by Board

REVISED commercial time standards tentatively adopted Nov. 15 by the NAB Board of Directors, subject to final action, follow:

Length of Program	NEW Between 6 p.m. And 11 p.m.	OLD After 6 p.m. And Sunday	NEW All Other Hours	OLD Before 6 p.m.
5-minute	1:00	1:00	1:15	1:00
10-minute	2:00	2:00	2:10	2:00
15-minute	2:30	2:30	3:00	2:40
25-minute	2:45	2:45	4:00	....
30-minute	3:00	3:00	4:15	4:00
45-minute	4:30	4:30	5:45	5:30
60-minute	6:00	6:00	7:00	7:00

"The time standards allowable to any single advertiser do not affect the established practice of allowance for station breaks between programs.

"All multiple sponsorship or announcement programs except as hereinafter provided, which heretofore, through general practice, have been exempt from any commercial time limitations, are subject to the limitation of a maximum of three minutes of commercial per 15-minute segment, excluding station breaks, and in the case of such programs of half-hour, three-quarter hour, and hour duration, to appropriate multiples of that limitation.

"Recognizing that broadcasters can render a definite service to the listening public by conveying information on the availability of goods and services by programs designed specifically for such purposes, the foregoing Time Standards for Commercials may be waived for a total of one hour a day, with respect to programs similar to shopping guides, market information, rural news, and the like, but care should be exercised to preserve proper program balance in their distribution.

"In programs of news, news commentary, and news analysis, which are less than ten minutes in length, only two commercial announcements, to be given at the beginning and end of the program, should be permitted.

"Except with respect to sponsored time signals, whether reports, program or station promotional, identification and location announcements of not to exceed ten seconds in length, the placement of more than one commercial announcement between two programs should not be permitted under any circumstances."

ANOTHER FIRST
for
Atlanta's
Most Progressive
Station

WBGE

WBGE-FM

Atlanta's First Fulltime
FM-Station
95.5 Megacycles

LOCALLY OWNED
LOCALLY OPERATED

Studios & General Offices
Georgian Terrace Hotel

Mike Benton, *Pres.*
Maurice Coleman, *Gen. Mgr.*

GENERAL
BROADCASTING
COMPANY

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

Consensus

(*Continued from page 15*)

board's action is good news. The matter should go back to stations for consideration. They should have a voice in the final action."

Gustav K. Brandborg, commercial manager, KVOO Tulsa—"The postponement is in the best interests of the industry. Realization by broadcasters that there can be no freedom to listen without freedom to present is the first step toward guaranteeing a free radio. A free radio must operate by creed, not by code."

Harold B. Shaw, manager, WOAY Oak Hill, W. Va.—"The board action will go far toward securing a sincere acceptance of the proposed standards. I am glad the board has seen fit to submit them to the membership. It is difficult to tell whether the appeal to democratic process will wipe out the feeling of coercion caused by the original procedure."

Edward Breen, president, KVFD Fort Dodge, Iowa—"The NAB board is learning the hard way. And so should you—learn, that is. At the time Ralph Atlass and I were reporting the results of a poll showing 678 stations against and only 47 in favor, you were still saying editorially that it must be obvious that the stations of the country generally were for a code. I'm glad the NAB is finally going to conduct a poll. Let them put the question squarely, 'Do you want a code and a code authority?' 'Do you want this code?' Let that poll be taken by Price-Waterhouse, Arthur Young & Son, or Ernst & Ernst. This present delayed action indicates that the stations as opposed to the networks are finally beginning to make themselves heard."

Gordon Gray, assistant general manager, WIP Philadelphia—"It was a good idea to postpone action giving the membership more time to think about the problem. A code should be considered by the industry and not just a few."

Edward C. Obrist, assistant general manager, WPEN Philadelphia —' It is a disappointment to me that positive action was not taken. However, the board should be commended in view of the wide disapproval. Now there is a new responsibility. All stations and the networks must now join to adopt a single code generally operable without discrimination.

Mr. Obrist

Robert E. White, general manager, KYW Philadelphia—"I think it was a mistake to postpone action on the code after such wide publicity. The board should sit down again, come up with a compromise to go into effect about the original date. There must be industry self-regulation or we'll surely have governmental regulation. I doubt if the code would drive many stations out of business."

Murray Carpenter, president, WPOR Portland, Me.—"The Atlantic City code was based on the fundamentally fallacious theory that objectionable programming can be measured by the clock. The fallacy remains. Good taste is a matter of treatment more than of time. Why can't our code admit this most obvious and most important fact?"

Ben Strouse, general manager, WWDC Washington, D. C.—"The new standards should prove acceptable to a majority of stations. However, as an independent we see no reason for a daytime-evening differential. We think the limitation of one minute of commercial in a five-minute program between 6 and 11 p.m. may prove a hardship. The local advertiser can buy a one-minute spot for less than a five-minute newscast yet receive the same amount of commercial time."

Eugene P. Weil, general manager, WGWC Selma, Ala.—"Obviously the NAB board recognized the value of full democratic procedure and their actions, in revising the Standards of Practice to more equitably conform with all types of broadcasting problems, will do much to strengthen the industry and NAB. The new proposed code as adopted should please most broadcasters."

Red Cross, sales manager, WMAZ Macon, Ga.—"WMAZ has consistently held that any form of code or creed employing phraseology of 'shall not, must not, etc.' infringes on this station's responsibility to the FCC. Judge Miller, who has made an issue of free speech, might study the idea of freedom for stations to best interpret individual licenses granted by Government to the end that better service interest, convenience and necessity can be rendered to their own locations. The action taken by the board in softening so-called code has not affected our feelings. We are still unalterably opposed to collective interpretation of individual station licenses."

William Pabst, general manager, KFRC San Francisco.—"The delay means the board will give more thought and study. That is a healthy sign. The industry should be given a chance to be heard before standards are adopted.

James Neale, radio director, Dancer-Fitzgerald-Sample, Chicago (nation's top buyer of spot radio) —"Advertisers hope no serious changes from present broadcast standards would evolve from the code. As an agency we feel we have nothing to be ashamed of. The question of length of commercial copy was never pertinent, because content, not quantity determines good or bad standards of practice."

Jerry Sill, general manager, WMLO Milwaukee—"The recommendations as to length of copy seem satisfactory. I believe we should have Standards of Practice, but only if such standards can be lived up to by the industry."

Hal Rorke, radio director, J. Walter Thompson Co., Chicago—"As relaxed rules on chain breaks now stand, the code could be so used as to inflict hardship on network advertisers. Only the good judgment of individual radio stations could prevent chain breaks from becoming one, two, even five minutes long."

Mr. Rorke

Frank Stubbs, manager, KFNF Shenandoah, Iowa—"At best the one hour permitted special rural programming is a gesture toward stations that toss a few programs toward the farm audience while devoting most of their choice time to the networks and urban audience. The new action shows either the board's complete lack of interest in genuine farm service or their complete lack of understanding of the problem."

Al Meyer, station manager, KMYR Denver—"The board action in working on details reflects earnest effort, and the new code is an improvement though the pattern may not be adaptable for all. Redeeming feature is the decision to submit the code to the membership."

Walter J. Brown, president, WORD Spartanburg, S. C.—"After the NAB board has completed revision of the code it should circulate among members well ahead of the May convention for discussion and ratification. This would follow democratic processes. No code is worthwhile unless supported by the people it involves. After all, writing a code is a long-term proposition."

William B. McGrath, managing director, WHDH Boston—"The board has no alternative but to allow full consideration to independents as well as affiliates in any code to which the industry as a whole is expected to subscribe. With regard to the proposed revision, advising broadcasters prior to the press is another step forward."

Mr. McGrath

Ed Yocum, general manager, KGHL Billings, Mont.—"Exceptions for shoppers and agricultural programs are pleasing. I still believe it is fallacious that a station's ethics be measured by any one 15-minute or any set segment of a day. Rather a station should be judged on its records by days, weeks and years. It might be the lesser evils to load certain periods with commercials and showcase certain other periods with none or a minimum of commercial. It is a matter of method and taste, and these cannot be legislated on a national basis."

Glen Shaw, general manager, KLX Oakland—"Stations in this area tried to get just such action. Content of the code should be submitted to the membership. The board was rushed into action by minority groups."

William Benton, general manager, KWKW Pasadena, Calif., and president, Southern California Broadcasters Assn.—"We are happy to see NAB has found the association's plea for delay valid. Further study will be possible; then the industry can act in convention."

Harry Maizlish, general manager, KFWB Hollywood—"It is the democratic thing to do. When the NAB convenes this spring ample expression of opinion will be possible. The majority will rule."

Norman Ostby, assistant to ABC Western Division vice president —"There is a need for a standard code of practices. Delaying final action is a constructive step since it allows more study by the industry."

John F. Patt, general manager, WGAR Cleveland—"The board has taken the only action possible in the light of so many conflicting views. I favor a strong code which at least 90% of broadcasters would voluntarily live by and if necessary lose a little immediate revenue in order to increase sales as well as respect for our medium. WGAR

has always operated under its own published code. We could very easily live by the Atlantic City code."

N. Blair Munhofen, secretary, Suffolk Broadcasting Corp., Coram, N. Y.—"WFSS-FM was not a member of NAB when the board was empowered to adopt a code. Unless given a chance to pass on each point, it will be difficult to consider it truly representative. We heartily approve of the delay."

George L. Sutherland, Wilmington, Del., vice-president, Wilmington Tri-State Broadcasting Co.—"NAB must reestablish the reasons for self-regulation. I suggest a referendum to determine if the membership wants a code, creed or simple and easily understandable 'Ten Commandments of Radio Broadcasting'."

Robert L. Webber, manager, KWDM Des Moines—"Radio stations are responsible to the public, to the advertisers, and to the FCC for their programs. They should be allowed to fulfill this obligation as it is required by their listening area and the type of programming they are trying to perform."

G. P. Richards, general manager, WHBL Sheboygan, Wis.—"The board's action should be welcome news. It should overcome much of the feeling that the code was being 'railroaded.' Changes discussed are in the right direction, and any code or creed should be adopted only after submission to stations and allied fields.

Frank P. Schreiber, general manager, WGN Chicago (not an NAB member)—"Such a code should have called for a vote of confidence, by mail, well in advance of the NAB convention. Anything they can do to repair the damage done to public confidence should help. It was a good example of airing dirty laundry before a government regulatory body."

Ralph Atlass, president and general manager, WJJD Chicago—"It is extremely gratifying to see that it is going to be a referendum. I hope it will be a secret referendum, that the issues are plainly stated and that members of the industry are given a chance to vote whether or not they want a code."

Brad Eidmann, manager, WAAF Chicago—"The code should be voted on by members of the industry and not by the directors. It should by all means be by secret ballot."

Ted Cott, commercial manager, WNEW New York—"The independent stations' committee was invited to sit in at the NAB Board meeting during the discussion of all revisions. I would like to express our thanks at this democratic process, to affirm that all the problems of the independents received honest and careful consideration. The board members were most sympathetic to the problems of the non-affiliated stations and allowed the fullest expression by the independent stations committee chairman of all points the committee proposed."

J. B. Conley, general manager, Westinghouse Radio Stations Inc., at meeting of Philadelphia Junior Chamber of Commerce—"We of Westinghouse are not members of NAB. However, as interested broadcasters we are sorry to see the new code rejected. We were not in agreement with all of its provisions, but we feel that it represented a step in the right direction. But whatever the outcome of this effort, we already are operating under equally high standards and will continue to do so."

Roy S. Durstine, president of Roy S. Durstine Inc., New York—"It is a good idea to take time to study such a sweeping thing as the code. Certainly it would have worked an injustice on smaller stations in the original proposal. I think it a good idea to go slow and think it over."

Walter Craig, vice president and radio director of Benton & Bowles—"I feel anything as important as the code certainly deserves all the necessary time to be sure that you have something workable. Everyone's point of view should be heard before you make it up. We want an instrument that will be accepted, approved and not sabotaged."

Arthur R. Cobb, vice president and treasurer of Doherty, Clifford & Shenfield—"It is an awfully important issue and if matters are still unsettled I think the postponement is in order."

F. B. Ryan Jr., president of Ruthrauff & Ryan—"I am in favor of the code. How they work out the details is something else again."

VOICE OF DEMOCRACY

State Network Broadcasts Connecticut Finals Of National Contest; WNHC Gives Trophy

FINAL BROADCAST in connection with Connecticut's participation in the national Voice of Democracy contest was carried by the entire Connecticut state network. On this broadcast the Connecticut state winner, Seth Harris, a senior at William Hall High School in West Hartford, was chosen. He received a trophy donated by WNHC New Haven.

Local contests were conducted by Junior Chamber of Commerce groups working with WNHC, WBRY Waterbury and WTIC Hartford. More than $1,000 worth of merchandise prizes were awarded to participating students from Connecticut high schools.

A six-man board of judges listened to the final audition recordings at WNHC when the state winner was selected. WNHC then originated a broadcast to climax the contest. This broadcast also was carried by WSTC Stamford, WNAB Bridgeport, WBRY and WATR Waterbury, WTHT Hartford and WNLC New London. Appearing on the show were representatives of all Jaycee groups in Connecticut who had worked on the project.

Chairman of the state board of judges was Seth Haley, superintendent of West Haven schools, who praised both radio and the Junior Chamber organization for helping to make the contest a success.

Joseph B. Fitzpatrick, president of the Connecticut Junior Chamber, speaking over the regional network, said: "Bouquets are in order to Connecticut radio stations that assisted in carrying out this timely project."

WINNER of Voice of Democracy contest in Connecticut proudly displays trophy. R to l: Gilbert Berry, Hartford Jaycee committee chairman; Lewis Doolittle, WNHC special events director; Phillips Stevens, vice president of New Haven Junior Chamber; Seth Harris, contest winner; Seth Haley, chairman of state board of judges; Joseph Fitzpatrick, Connecticut Junior Chamber president; Patrick J. Goode, WNHC president, who donated trophy; Robert Lovett, president, Lower Naugatuck Valley Jaycees; C. Russell Sumpf, Waterbury Jaycee president.

N. Y. Radio Jobs

THE CIVIL Service Department of the State of New York has posted competition for two appointments in the Radio Bureau, Division of State Publicity, Dept. of Commerce. They are No. 6273, principal state publicity agent, with a salary range of $5,200 to $6,400 and application fee of $5.00, and No. 6274, radio publicity representative, with a salary range of $4,620 to $5,720, and application fee of $4.00.

Mr. Tom Kivlan
George Hartman Co.
307 N. Michigan Ave.
Chicago, Illinois

Dear Tom:
Ole' WCHS scooped 'em again. . . Yep. took our tape recorder to Wes' Virginia's Senator Revercamb's first interview since he returned from Europe . . . Had only 15 minutes notice. . . . Then they combined parts o' the interview with a live announcer to make a real show that evenin' . . . Mort Cohn and Harry Brawley did the reportin' . . . Gene Robinson the engineering . . . The Senator, who was chairman of the committee studyin' raisin' the imigration quota's to help Europe, called after the broadcast to say he was real pleased. . . . Bert Sonin, idea was his'n, is as pleased as a settin' hen. . . Course he orter be . . . with 5000 watts at 580 . . . lots o' people heard that broadcast. . . Yep, if you ask me, that was a real piece of radio reportin'. . . .

Yrs in CBS algy. . . .

WCHS
Charleston, W. Va.

RADIO
WOW
OMAHA
NBC
AFFILIATE
5000 WATTS
590 KC

WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

Ad Lib Precaution Is Taken by NBC

Policy Announcement Prepared For Cut-off Incidents

WITH a wary eye cocked toward future incidents like those which, to the embarrassment of the network, occurred last spring on the Fred Allen, Bob Hope and Red Skelton shows, NBC last week announced a formal policy concerning how to cut offending program matter off the air.

In the official language of a press release, the network reported that it had devised a 30-second announcement which would take up air time if it became necessary to pull the plugs on a program in order to spare listeners from hearing "patently objectionable material."

If a maverick comedian unexpectedly decides to ad lib a crack that makes NBC shudder, an announcer will intrude with the words:

"The National Broadcasting Co. regrets the necessity of interrupting this program in order to delete material which in its opinion would be objectionable to listeners in many American homes."

The new policy was said to have emerged from recent conferences between network executives and talent, sponsors and agencies. According to the NBC statement, the conferences sought opinions as to "the best means for protecting the public from possible transgressions against good taste."

Ken R. Dyke and Harry C. Kopf, NBC administrative vice presidents, conducted the conferences in New York and Hollywood, it was said.

Niles Trammell, NBC president, was quoted as saying that "our talent, clients and agencies now realize more clearly the urgency of constantly improving the service of American broadcasting to the listener and the advertiser."

Rev. Smith's Donors Generous, WIBK Case Testimony Reveals

A PARADE of witnesses who testified they loaned Radio Evangelist J. Harold Smith large sums of money but would not have minded were it never repaid was presented in Knoxville last week as the FCC inquired further into Rev. Smith's WIBK there. Begun in Washington last month, the hearing concerns alleged misrepresentation in obtaining a construction permit for WIBK, a 1-kw daytime outlet on 800 kc [BROADCASTING, Oct. 27]. Comr. Clifford T. Durr presided.

Rev. Smith, who with his associates built WIBK after being denied commercial religious time on existing stations, is president of Independent Broadcasting Corp., WIBK permittee and FM applicant. His wife, Myrtice Rhodes Smith, is secretary-treasurer and Marvin I. Thompson, formerly with WGRC and WAVE Louisville, is vice president. Each holds one-third interest. Rev. Smith in addition holds all the nonvoting preferred stock.

Other Testimony

Of the witnesses who testified in Knoxville that they had loaned the 37-year-old evangelist sums ranging from $500 to $33,000, almost all reported that they are presently receiving low incomes. Most of the loans have been repaid, according to the testimony.

Charles J. Smith, father of the minister, told the Commission he had loaned his son $33,000 to buy time on a Mexican station and had loaned another $9,386 to Independent Broadcasting for construction of WIBK. The elder Mr. Smith, who testified he distrusted banks, was reluctant to divulge the source and amount of his income in open hearing but offered to present a financial statement to Comr. Durr and to counsel.

John A. Roper, businessman and president of two banks in South Carolina, testified that he would let the minister have up to $100,000 for his station if he needed it and "without security if necessary." Mr. Roper stated the evangelist is "hugely honest, sincere and responsible," adding he made a loan of $15,000 to Rev. Smith which has been repaid.

Comr. Durr refused to hear testimony from Rev. Smith about why he attacked the Federal Council of Churches of Christ in America. "I am unqualified to sit in judgment on any man's interpretation of the Bible or on his mental processes used in arriving at his interpretation," Comr. Durr said.

Reason for Request

Counsel for Rev. Smith wished to have the evangelist give his reasons for labeling the Federal Council of Churches as "anti-God, anti-Bible, anti-Christ and anti-church" and said Rev. Smith's reasons for making such statements would reveal whether or not he is a responsible person.

Testifying about his radio programs, Rev. Smith told of his association with WNOX Knoxville for five years and subsequent cancellation of his program. "They told me I was put off the air because of a change of policy by the Scripps-Howard radio syndicate which dropped all paid religious programs," he said.

"I had invested $47,000 in program time at the station and had received full value in return," he continued, "but I felt that I had sustained a loss in that I would no longer be able to reach the huge listening audience I had built up. My primary business was to win souls to Christ and the medium for winning them had been denied me."

In answer to questions by FCC counsel, Rev. Smith admitted that he had been offered free time on the station following the cancellation of paid time. The minister said he turned down the offer because WNOX wouldn't agree to free time also for the other ministers who had been heard on Mr. Smith's programs.

No Knowledge of Threats

Rev. Smith also denied knowledge of reported threats against Richard Westergaard, WNOX manager. "His mention at the hearing in Washington that he had been threatened was the first I knew about it," he declared.

Rev. Smith stated that earlier programs over WFBC Greenville and WSPA Spartanburg, S. C., were cancelled because he preached against the liquor interests of that area.

Arthur C. Gonzales, part owner of the Mexican station XERF Villa Acuna, testified that he and his partners put up $30,000 for erection of the station and Rev. Smith put up $100,000. In return for his investment Rev. Smith was to receive 30 minutes morning time and 30 minutes evening time daily for the next 20 years, plus a note for $15,000, Mr. Gonzales stated.

Under cross-examination the XERF witness denied that the minister holds any stock, has any interest in or exercises any control over the policies of the station. "We could not have built the station without Rev. Smith's aid," he testified.

Radio-Newspaper Cooperation Urged At Chicago NEA Advisory Conference

SMALL MARKET radio stations need to serve the community in much the same way as small town newspapers, more than 300 delegates to the Advisory Council session of the National Editorial Assn., were told Nov. 23 by Edward M. Anderson, general manager of WBBO Forest City, N. C.

The NEA is comprised of 5,600 weekly and semi-weekly newspaper publishers, comparable to the ANPA, trade association of newspaper dailies.

Mr. Anderson, who is also Legislative Committee chairman of the NEA, said in his opinion radio station ownership by newspapers is essential to good community public service.

"I have found," he said, "that the success of a radio station in a small town is dependent, in large measure, upon employment of the same basic principles used in the establishment of a successful newspaper."

Mr. Anderson said that since WBBO went on the air two months ago both it and the newspaper *(The Forest City Courier)* have shown an increased volume of business. In his two months of station operation he said he had learned that radio reaches mass audiences to a greater extent than newspapers but that newspapers exert a stronger influence on public opinion.

"Local radio stations give the community a single voice and provide a valuable service to small-town America," he said. "Because of their value to communities, there should be more and more of a marriage between these two great indispensable mediums of mass communication and public service."

Oliver Gramling Elected NAB Associate Member

ELECTION of Oliver Gramling, the AP's assistant general manager for radio, to associate membership in NAB (news service classification), effective immediately, was announced last week.

Mr. Gramling

Mr. Gramling has been with AP for 20 years. He joined its news staff in New York in 1927, became its bureau chief in Pittsburgh in the early 1930's, and later was executive assistant to Kent Cooper, general manager and executive director, in charge of membership. In 1941 he became assistant general manager of Press Assn. Inc., a radio subsidiary set up by AP. He was active in the consummation of plans under which radio stations this year became eligible for membership in AP.

Following his election Mr. Gramling issued this statement: "I am glad to become an associate member of NAB. Having been concerned with the development of radio news service for the last seven years, I feel that such a membership offers an opportunity for more effective news effort in the future on behalf of the hundreds of radio stations that are associate members of AP."

Feature of the Week

(*Continued from page 10*)

transmitting antenna.

Bus was custombuilt by the Flxible Co., from plans outlined by the WKY engineering department. P. A. Sugg, WKY station manager, and Jack Lovell, chief engineer, made a careful study of past experiences with mobile unit operation and then listed the advantages and disadvantages of the old unit. Plans for the new remote studio were drawn as a direct outgrowth of this study.

Flxible Co. is now preparing a sales promotion campaign for the sale of custombuilt units to other stations.

Radio's Partnership With Press Is Cited

THE BUSINESS of getting news was described as having become "a real partnership between radio and newspapers," by NBC's Ray Henle, editor of Sun Oil Co.'s *Three Star Extra*, in a radio news panel discussion before the Sigma Delta Chi convention held in Washington Nov. 11-14 [BROADCASTING, Nov. 17].

Mr. Henle, along with four other radio newsmen, appeared on the last day of the convention and described to the delegates radio's part in the news picture. Radio, said Mr. Henle, like newspapers, contributes what is uniquely its own to the public's understanding of the day's events. He said that as radio news coverage has striven to become more complete, regional coverage has become more important and will continue to be so in the future.

Macon Reed of MBS and Francis Tully of Yankee Network demonstrated operation of the wire recorder and described its usage at recent Congressional committee hearings. Mr. Reed predicted that within two years regular meetings of the House will be aired by means of the new recording device.

A warning that use of the recorder might prove difficult was voiced by Bill Henry, CBS newsman, who pointed out the possibility of cutting and adding to the recording tapes in such a way as to change the entire meaning of the original recording. Referring to the differences often pointed out between the approach of radio and newspapers, Mr. Henry said they are not so numerous as are the similarities.

Students' Opportunity

In the open discussion period, Wilton Cobb, general manager, WMAZ Macon, Ga., told of the work his station is doing with local news and pointed out that the news field offered a great chance for journalism graduates. He suggested that schools should increase their training in voice.

Claude A. Mahoney, CBS commentator, was moderator of the panel.

In the final business session that afternoon, the fraternity elected the following slate of officers for the coming year:

Honorary National President — Roy Roberts, editor, Kansas City Star; National President—Luther A. Huston, Washington bureau manager New York Times; Vice President, Professional Chapter Affairs—Neal Van Sooy, editor and publisher Santa Paula (Calif.) Chronicle; Vice President, Undergraduate Chapter Affairs—Prof. Kenneth Marvin, Iowa State College, Ames, Iowa; Vice President, Expansion—Carl R. Kesler, state editor, Chicago Daily News; Secretary—John M. McClelland Jr.; editor, Longview (Wash.) Daily News; Treasurer—Robert U. Brown, editor, Editor & Publisher, New York; Chairman, Executive Council—George W. Healy Jr., managing editor, New Orleans (La.) Times-Picayune; Executive Councilors—Charles C. Clayton, editorial writer, St. Louis (Mo.) Globe-Democrat; B. C. Jefferson, associate editor, Dallas (Texas) Times-Herald; Ralph McGill, editor, Atlanta (Ga.) Constitution; Alden C. Waite, assistant general manager, Southern California Associated Newspapers, Los Angeles, Calif.

Apostles of Gloom? Here's Man Who Isn't

EDITOR, BROADCASTING:

In all the talk about over-expansion in local broadcasting, through licensing new stations, the current and general opinion seems to be:

—that progress in this country has suddenly come to a complete stop;
—that populations will not increase;
—that broadcasting has reached its limit of influence;
—that no new businesses will be established or new accounts uncovered;
—that radio advertising appropriations have reached their peak;
—that revenues allocated to radio will be sliced so many ways all will starve.

Will just one man rise and say that he knows all these things to be absolutely true?

Surveys, charts and prognosticators to the contrary, current opinion in the past has always been proved to be wrong. If this were not true, we would have no America as we know it today.

America has been built upon the spirit of progress and never-ending expansion—upon the simple philosophy of honesty, sincerity and hard work.

Before our apostles of gloom bring our heritage of progressive thinking to a timorous, halting and faltering stop—why not renew our spirit of the past by hitting the line hard.

Thousands of new accounts can be developed for local broadcasting which have never used this type of advertising. Percentage wise, broadcasting is now getting only a small share of local advertising expenditures.

In the state of Connecticut there are some 60 flourishing daily and weekly newspapers which have been financially sound for years—together with countless local magazines, programs, school papers, billboards and bus advertising spaces, direct mail pieces, ad infinitum.

Twenty AM stations are on the air in Connecticut, with applications pending for an additional seven or eight.

If Connecticut can, and does, support 60 newspapers and thousands of other forms of printed advertising, does it necessarily follow that these 20 radio stations should operate in the red if this number were to be increased to 30?

It is questionable that, with the increased licensing of broadcasting stations, the battle of existence is so much between stations for potential business—as it is broadcasting's battle against other existing forms of advertising expression.

Larry Edwardson, President
The Central Connecticut Broadcasting Co.
New Britain, Conn.

KFNF Is Denied Power Boost to 5 kw; Faribault Grant for 920 kc Proposed

GRANTS to KFNF Shenandoah, Iowa, for a power boost on 920 kc and to Lee-Smith Broadcasting Co. for a new station on that channel at Faribault, Minn. [BROADCASTING, Aug. 4] were set aside by FCC last week, followed immediately by a proposed decision to grant the Faribault application and deny KFNF's.

The denial to KFNF, which is seeking authority to operate with 5 instead of 1 kw daytime and to continue with 500 w night, would be without prejudice to the station's filing a new application specifying protection to the Faribault operation as provided under FCC standards.

Both Lee-Smith, applying for 920 kc with 1 kw fulltime, and KFNF originally received grants, along with a third applicant in the proceeding: Associated Broadcasters of Wadena, Minn. Lee-Smith, however, contended that KFNF's proposed operation would create interference problems beyond the maximum indicated by FCC standards and asked that KFNF be required to protect the Faribault operation. KFNF protested, but asked that further hearing on both applications be held before it is required to install a directional antenna.

In reopening the case and issuing a proposed decision, the Commission did not disturb the grant to the third applicant, Associated Broadcasters, for use of 920 kc with 1 kw fulltime at Wadena. Choosing between Lee-Smith and KFNF, FCC preferred Lee-Smith on the basis of the equitable-distribution provisions of the Communications Act. Shenandoah (1940 population: 6,848) has two stations, it was pointed out, while Faribault (1940 population: 14,527) has none.

"While the proposed operation of KFNF would result in a large gain in that station's daytime service," FCC said, "since all of the area to be gained presently receives several services, we consider that no basis has been shown why this gain should be permitted in view of the interference which would be imposed on the Faribault operation in violation of our standards."

Increase with DA 'Feasible'

But, adding that the proposed denial to KFNF would be without prejudice, FCC recognized that "it may be feasible for KFNF to operate with increased power daytime with a directional antenna which would afford protection in accordance with our standards to the Faribault operation . . ."

Lee-Smith had argued that the KFNF grant as originally issued would create objectionable interference involving a loss of 22.3% of the population in Lee-Smith's actual primary daytime service area, whereas the maximum under the standards is "approximately 10%" [BROADCASTING, Aug. 18].

Lee-Smith is owned in equal shares by Herbert H. Lee, Palmer Dragsten, and John E. Hyde Jr., war veterans and engineers.

Comrs. Rosel H. Hyde and E. M. Webster did not take part in the decision.

Upcoming

Nov. 27-29: Canadian Broadcasting Corp. Board of Governors meeting, Parliament Bldgs., Ottawa.

Nov. 30: Nat'l Assn. of Radio Farm Directors banquet, Stevens Hote., Chicago.

Dec. 6: Florida Assn. of Broadcasters meeting, Soreno Hotel, St. Petersburg.

Dec. 8: General Mobile Hearing, FCC Hdqrs., Washington.

Jan. 12-16: NRDGA Annual Convention, Hotel Pennsylvania, N. Y.

Canada Bans Importation Of Radio Sets From U. S.

BAN ON IMPORTATION of radio receivers into Canada from the United States was put into effect Nov. 18 as part of a plan to save U. S. dollar exchange. Importation of a long list of commodities was restricted temporarily until Canada's balance of exports to the United States comes more in line with imports.

At the same time, to save importation of components, an excise tax of 25% was placed on radio receivers made in Canada. This revives the war time excise tax rate which had been cut to 10%.

WHMA-FM Launched

WHMA-FM Anniston, Ala., which inaugurated its interim schedule Nov. 10, is operating on 100.5 mc (Channel 263). Programming for its present schedule of 3-9 p.m. is largely its own, with little duplication of WHMA features, according to Malcolm Street, program director and promotion manager. Many programs originate from the recently completed WHMA-FM studios in the Radio Bldg. in Anniston. Station took a full page in the Anniston daily, the *Anniston Star*, as part of the promotion in connection with its opening. Anniston Broadcasting Co. is licensee of WHMA and WHMA-FM.

At Deadline ...

BATTLE OF BANDS RE-FOUGHT AT FCC CHANNEL HEARING

SKIRMISHES of old battle over high vs. low band for FM were re-fought Friday morning as FCC heard final testimony on its plan to delete Television Channel No. 1 (earlier story, page 17).

Session devoted to testimony of Edward W. Allen Jr., chief of FCC's Technical Information Division, and Kenneth A. Norton of Bureau of Standards, who replied to charges of low-band enthusiasts—particularly Zenith Radio Corp. and FM Inventor Edwin H. Armstrong—that FCC erred in moving FM up to 88-108 mc.

Mr. Allen cited high and low-band measurements of WBAM New York, saying they showed "the high frequency produced higher service fields out to 68 miles" but produced lower interference fields at 200 miles or more. Dr. Armstrong argued that further anaylses must be made.

Mr. Allen replied his conclusions were justified by data on hand. He conceded high-and-low band measurements offered by Dr. Armstrong in Westhampton tests showed low frequency was best "for that period of time." He reaffirmed faith in theoretical curves prepared by Mr. Norton, which were one major factor in FM reallocation. Dr. Armstrong again protested that FCC had accepted "theoretical calculations . . . rather than my measured results."

When Mr. Norton conceded he erred in one prediction, Dr. Armstrong observed that "that's the type of engineering advice" which has been given to FCC and which, he said, resulted in "chaos." Dr. Armstrong said it's "too late" to move FM back downstairs but urged again that it be given Channel 1 (44-50 mc) for relays.

WARL HEARING RECESSED

HEARINGS on FCC lottery order citing WARL Arlington, Va., quiz show *Dollars for Answers* [BROADCASTING, Oct. 20] recessed Friday until 2 p.m. Monday. Examiner J. D. Bond presided. WARL President R. Kilbourne Castell and Manager Raymond W. Baker, testifying under protest, denied station was trying to "buy an audience." Frank U. Fletcher, attorney and part owner of WARL, said 45% of those answering quiz questions were not listening to station. "For these persons, clearly the contest was one of skill," he asserted.

WRS SEEKS PITTSBURGH TV

WESTINGHOUSE Radio Stations Inc. application filed at FCC Friday for Pittsburgh video outlet KDKA-TV on Channel 6, company's second television station. WBZ-TV Boston scheduled for completion early next year. Station would serve 2,500,000 persons within 40-mile radius. TV antenna would be placed on 500-foot FM tower and extend 1760 feet above sea level.

REORGANIZATION of WIMS Michigan City, Ind., requested in application reported by FCC Friday. O. E. Richardson, 19.35% owner, increases holding to 51% by acquiring 1,453 of 2,000 shares newly issued. Remaining shares divided among five other stockholders. Stock value $15 per share.

WBAL ASKS REVERSAL IN BLUE BOOK APPEAL

REQUEST for order reversing District Court dismissal of its complaint against Blue Book and FCC made Friday before U. S. Court of Appeals for D. C. by WBAL Baltimore [BROADCASTING, July 7, 14]. William J. Dempsey, station's counsel, argued WBAL had been libeled by Blue Book, that FCC twice refused hearing on matter and that WBAL was entitled to judicial review.

Mr. Dempsey said present renewal hearing, in recess until Tuesday, does not include issue of alleged Blue Book defamation on FCC's own ruling and therefore no redress would evolve. He said WBAL merely seeks declaratory judgment as to whether Blue Book charges were right or wrong, whether or not retraction is obtained.

FCC General Counsel Benedict P. Cottone outlined background of Blue Book, explaining it was part of normal procedure allowed by law and could not embody legal wrong reviewable in court .

Justice Edgerton, Blue Book in hand, asked Mr. Dempsey what specific statements wronged WBAL. Mr. Dempsey said explanation of his 12-page complaint could not be made in a few minutes and indicated that was not specific issue at moment.

INDUSTRY MUSIC COMMITTEE TO NAME EXECUTIVE GROUP

INDUSTRY Music Advisory Committee, at organizational meeting in New York Friday, agreed to appoint executive committee and legal and public relations subcommittees, each composed of one representative from each of seven segments of industry. Fact meeting was held as networks negotiated with AFM described as "purely coincidental." A. D. Willard Jr., NAB executive vice president, said committee had agreed no one segment would take important action without consulting others.

Legal and public relations subcommittees directed to meet within two weeks and report proposals for joint action to executive committee. All but one of 36 members of advisory committee present.

RMA officially represented on joint committee, following approval by its board of directors.

LOWER MEDIA COSTS SOUGHT

HOW to stop spiraling media production costs discussed at annual AAAA council meeting in Chicago Friday. Demands by advertisers for agencies to absorb script costs of network radio considered one of biggest headaches. Speakers included Frederic R. Gamble, AAAA president; Melvin Brorby, vice president, Needham, Louis & Brorby; Clarence B. Goshorn, president, Benton & Bowles; Fairfax M. Cone, Foote, Cone & Belding.

THREE LOUISVILLE PROMOTIONS

THREE promotions announced by WHAS and WCJT(FM) Louisville. J. M. Wynn is new director of sales; Neil Dalton named to new post, public relations director, and Douglas Cornette made promotion manager. Latter two positions apply to *Louisville Courier-Journal* and *Times*, as well as stations.

Closed Circuit

(Continued from page 4)

ster, himself slated for Europe safety conferences; Dr. J. H. Dellinger, radio chief, Bureau of Standards and first Commission chief engineer, or George Sterling, FCC chief engineer.

CBS SERIES *It Pays to Be Ignorant*, Fridays 10-10:30 p.m., for Philip Morris, may go co-op, it was understood last week. Biow Co., New York, is agency.

ANOTHER SIGN of growing business in station sales, transfers and assignments: FCC is considering plan to delegate to staff executives authority to approve in certain cases, presumably those involving reorganizations in which ownership interests remain unchanged.

IT MAY be fortnight before Chairman White (R-Me.) of Senate Interstate Commerce Committee submits his revised draft of S-1333 to seven-man subcommittee, looking toward committee action at special session, and right of way at regular session in January. Revised bill would modify original measure almost unanimously opposed by radio spokesmen, but hardly to extent of meeting all objections. Sen. White believed to have been encouraged by Presiden Truman on support of his radio regulatory ideas.

IN CONFUSION over code postponement, NAB board forgot vital commercial point—deadline date, after which contracts come under code provisions. Original action at Atlantic City specified code applicable to contracts signed on and after Sept. 19.

WHILE NORC door-knockers conduct half-hour interviews on what public thinks of what radio has to offer, NAB Research Dept. plans extensive study to find out just what really is offered. Logs of some 200 stations, presenting typical industry cross-section, will be analyzed for late November week. First such study showed industry well within Blue Book commercial-sustaining limits.

FORMAL TRANSFER of WKBW Buffalo to Rev. Clinton H. Churchill occurs Tuesday with payment of approximately $375,000 to Buffalo Broadcasting Co. plus termination of pending litigation. Loan of approximately $200,000 negotiated through Smith Davis Corp. of New York to handle all cash transactions. Arthur Simon is new manager of 50 kw ABC outlet under Churchill ownership.

AGENCY CODE COMMENT

THREE prominent New York agency executives took different stands Friday on NAB board's code action (see comment roundup page 15). Leonard T. Bush, vice president and secretary of Compton Adv., said, "It is too bad NAB could not have resolved its differences at the November board meeting. I believe the industry for its own best interest should have a code." H. L. McClinton, vice president of N. W. Ayer & Son, said, "Of course the decision should be postponed. It is vital to radio."

Ben C. Duffy, president, BBDO: "In my opinion, postponement of code in its present form is sound. It is obvious some of the clauses are unworkable and subject to many interpretations."

from the family album
of Detroit's "first" *family*

BACK in 1920, WWJ-The Detroit News made its bow as the first commercial AM radio station in the nation. With pioneering instinct, public service policies and aggressive showmanship that always kept a step ahead of the times, WWJ retained its leadership all through the years.

IN 1940, rich in past accomplishments and settled in its field, WWJ took unto itself a mate . . . WWJ-FM, first FM station in Michigan. Broadcasting commercial and sustaining programs all through the war years, WWJ-FM quickly became the Voice of FM in Detroit.

AND just 9 months ago, baby made three . . . when WWJ-TV, one and only television station in Detroit, first showed its face to thousands of eager eyes. The success of WWJ-TV has surpassed even that of its illustrious forbears . . . and has brought additional honor and prestige to the letters WWJ, with increased benefits to all of the advertisers on all three of the great radio stations comprising Detroit's "First" Family.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ

950 KILOCYCLES
5000 WATTS

Basic NBC Affiliate

Associate FM Station WWJ-FM . . . Television Station WWJ-TV